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Printer and Publisher

January
1916

The MacLean Publishing Co., Limited
Toronto : Montreal : Winnipeg

Good Luck to You



Here's that you may have a generous share of good luck mixed into your 1916 business

—that "Old Father Time" will, on January the first, turn the time-glass on Canada's most prosperous year in the printing trade.



THE

Dominion Printing Ink and Color Co., Limited

128-130 PEARS AVE. ∴ TORONTO

The Intertype Company

Desires to assure all users of Intertype and Linotype machines that it is now, always has been, and always will be in a position to fill orders for composing machines and supplies, including one- and two-letter matrices, spacebands, molds, liners, ejector blades, distributor bars, and all other machine parts and supplies for Intertype and Linotype machines at prices greatly under those of competing concerns.

Under no circumstances should the printing trade permit its orders for machines and supplies to be held up by threats of patent litigation.

If any doubt or question concerning these matters should arise, please communicate promptly with us. Place your orders with us and begin at once to save part of your operating expense.

Machine owners are always pleased to testify to the wonderful productive ability of the Intertype, as the following letters from users of the machine will signify:

THE NORTH BAY TIMES

Dear Sirs,—

In reply to yours of the 2nd inst., would say that the Intertype we put in our office in December is giving entire satisfaction. I think it is about as near fool proof as possible. My son, who had no previous experience with a Linotype machine, is the machinist. He being equal to the occasion we have not been under the necessity of calling in any one to do the adjusting. Our general printers are the operators.

Yours truly,
Norman Phelps, Publisher.

CANADIAN LIVE STOCK NEWS

Dear Sirs,—

I am glad for my own sake that practically from the outset the Intertype composing machine we bought from you has given satisfaction. It has been running a month and the time lost through stoppages has been comparatively small. I am therefore honestly at liberty to recommend the machine to any prospective buyer.

Yours very truly,
R. Goldwin Smith.

MONTREAL FINANCIAL TIMES

Montreal, Nov. 3rd, 1915.

Dear Sirs,—

I cannot refrain from writing you an expression of my feelings regarding the two Intertype composing machines supplied our plant two years ago. After this experience with a steady working average of almost 12 hours a day the machines have stood the test and with only two calls for the service of a machinist during that time. Without going into the numerous improvements noticeable in the Intertype I can say that they are perfectly built machines and have many advantages over machines I have had superintendence over during the past seventeen years.

Wishing you success with their introduction into Canada.

Yours very truly,
Montreal Financial Times Pub. Co. Limited
John Taylor, Gen. Mgr.

THE PLANET, CHATHAM, ONT.

Dear Sirs,—

I have been out of the city or would have written you at an earlier date. In answer to your request I will just say I have four Intertypes in operation, and hope soon to instal a fifth. They have given entire satisfaction from the very first, over a year ago, and my operators, who are experienced machine men, prefer them to other makes. The makers are evidently in the field to stay, and already thousands of dollars have been saved to the publishers, who, apart from the real value of the machine, are protecting their own interests by purchasing Intertypes, and helping a good thing along.

Yours truly,
S. Stephenson.

BERLIN DAILY TELEGRAPH

Berlin, Nov. 5th, 1915.

Gentlemen,—

The Model B Intertype bought from you a year ago is giving entire satisfaction. The machine has not lost an hour since it was installed and the repairs have been practically nil. We are about to put on a second shift with a view to increasing the output of this machine, which is the office favorite, not only on account of its versatility in handling both news and advertising but also on account of the fine printing quality of the slugs it turns out.

Yours truly,
Berlin Daily Telegraph,
D. A. Bean, Mgr.

THE THOROLD POST

Dear Sirs,—

Early in January we set up the Intertype which we purchased in October last and have no cause to regret our choice of machine. It compares favorably with the Model V Linotype and has a number of later improvements such as a more efficient heating arrangement for metal, self-locking magazine, bell rings when line does not cast, and several others which tend towards simplifying composition. Considering these things and the difference in price compared with that of the Model V Linotype, we would not care to change.

Respectfully yours,
Thompson & Son.

THE EXPOSITOR, BRANTFORD

Dear Sirs,—

We have had our Intertype a little over 12 months and during that period it has not cost us one cent for repairs, and has at all times given perfect satisfaction. We are exceedingly well pleased in every respect and have no hesitation in recommending it to other publishers.

Yours sincerely,
The Expositor,
W. B. Preston, Bus. Mgr.

THE REVIEW, NIAGARA FALLS.

Niagara Falls, Nov. 15, 1915.

Gentlemen,—

In October, 1914, we installed a Model B Intertype, the first in Canada, and after using it a year, we have pleasure in stating that the machine has given us great satisfaction. Expenses for repairs have been practically nothing. It has always been ready for business when we wanted it.

Yours very truly,
F. H. Leslie, Limited.

THE CONSERVATOR, BRAMPTON.

Dear Sirs,—

It affords me very great pleasure to recommend the Intertype Typesetting machine. I have been operating Linotype machines of practically all models for some years, but can safely say that the Intertype has them all beat for simplicity of construction and the result it produces. I made no mistake when I purchased an Intertype.

Hoping that the Intertype Typesetting Machine may go on and prosper, I am,

Yours very truly,
J. E. Fullerton,
The Conservator.

THE TORONTO WORLD

Dear Sirs,—

Answering your recent letter we are pleased to state that during the four months that our two Intertype machines have been in operation they have given entire satisfaction. We believe them to be efficient machines, and gladly recommend them to anyone contemplating purchasing a new equipment.

Very truly yours,
The Toronto World,
F. C. Hoy, Bus. Mgr.

THE ONTARIO PRESS, LIMITED

Gentlemen,—

In reply to your inquiry as to our opinion of the Intertype typesetting machine which you installed with us last November, we beg to state that this machine has been working alongside of four Model 5 American Linotype machines and has been holding up its end in a way that is thoroughly satisfactory to us.

Yours truly,
The Ontario Press, Limited,
H. G. Hocken, Manager.

MILLER & RICHARD

Canadian Selling Agents **7 Jordan Street, Toronto, Ont.**

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Rebuilt Printing Presses

We have the following stock of used Perfecting Newspaper Presses for sale:

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Goss Standard 64-Page Octuple Press, Four Plates Wide with one Color Attachment.
Hoe Sextuple 48-Page Press, Four Plates Wide.
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Goss Four-Decker 32-Page Straightline Press, Two Plates Wide, Black Printing.
Goss Four-Decker 32-Page Straightline, Two Plates Wide, with Three Color Combination Top Deck.
Hoe Three-Roll 24-Page Press with Observer Style Folder.
Hoe Three-Deck 24-Page Straightline Press, Two Plates Wide, with One Extra Color.
Hoe Double Supplement 24-Page Press.
Potter Three-Deck 24-Page Press, Two Plates Wide.
Scott Three-Decker 24-Page Press.
Goss Two-Deck 20-Page Press, Lower Deck Three Plates Wide.
Goss Three-Deck 28-Page Press, Lower Deck Three Plates Wide.
Goss Three-Decker 24-Page Straightline Press, Two Plates Wide, with Three Color Combination Top Deck.
Goss Supplement Clipper Press, 4 to 16 Pages.
Campbell New Model Press, 4 to 8 Page.

FLAT BED PRESSES

Goss Semi-Rotary Press, 4 to 14 Pages.
Twelve-Page Duplex Angle-Bar Press.
Cox Duplex QQ Press, 4-6-8 Pages.
Cox Duplex Double Drive Angle-Bar Press, 4-6-8 Pages.

These Machines are offered thoroughly overhauled, rebuilt and tested in our factory.

Kindly let us know your requirements as to size of product, number of pages and capacity and we will cheerfully furnish prices and terms.

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MAIN OFFICE AND FACTORY:
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No. 1 Madison Ave.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

A.B.C. IN CANADA

The Canadian membership of the Audit Bureau of Circulations continues to grow, and the prospects for a substantial accession of Canadian members during 1916 are very promising. The recognition by advertisers and agents in Canada and the United States of the effective work being done by the A. B. C. in supplying authentic statements of circulation figures and its accuracy and exactness have convinced publishers of the advantages to be derived by being members of the Audit Bureau.

Following is the latest list of applicants or Canadian members of the A. B. C.:

General Advertisers

Armour & Co. ..... Hamilton
Canadian Kodak Co. ..... Toronto
Canadian Pacific Railway ..... Montreal
Canadian Postum Cereal Co., Ltd. Windsor
Carter Medicine Co. ..... Montreal
Centaur Company, The ..... Montreal
Coca Cola Company ..... Toronto
Cudahy Packing Company ..... Toronto
The N. K. Fairbanks Co. ..... Montreal
Dr. Peter Fahrney & Sons Co. ... Windsor
H. J. Heinz Company ..... Toronto
Hupp Motor Car Co. ..... Windsor
B. J. Johnson Soap Co. ..... Toronto
Libby, McNeill & Libby of Canada, Ltd. ..... Guelph
Maxwell Motor Co. of Canada, Ltd. ..... Windsor
Scott & Bowne ..... Toronto
William Wrigley, Jr., Co., Ltd. ... Toronto

Advertising Agents

Desbarats Advertising Agency, Ltd. ..... Montreal
J. J. Gibbons, Ltd. ..... Toronto
H. K. McCann Co., Ltd. ..... Toronto
J. Walter Thompson Co., Ltd. ..... Toronto

Newspapers

ALBERTA

Albertan ..... Calgary
Herald ..... Calgary
News-Telegram ..... Calgary
Bulletin ..... Edmonton
Journal ..... Edmonton
Herald ..... Lethbridge

BRITISH COLUMBIA

Province ..... Vancouver
Times ..... Victoria
World ..... Vancouver

NOVA SCOTIA

Herald and Mail ..... Halifax

MANITOBA

Free Press and News Bulletin ... Winnipeg
Telegram ..... Winnipeg
Tribune ..... Winnipeg

ONTARIO

News-Record ..... Berlin
British Whig ..... Kingston
Advertiser ..... London
Free Press ..... London
Citizen ..... Ottawa
Free Press ..... Ottawa
Journal ..... Ottawa
Herald ..... Stratford
Standard ..... St. Catharines
Star ..... Toronto
Telegram ..... Toronto
Globe ..... Toronto
Mail and Empire ..... Toronto
World ..... Toronto

PRINCE EDWARD ISLAND

Guardian ..... Charlottetown

QUEBEC

Evening News ..... Montreal
Gazette ..... Montreal
Le Devoir ..... Montreal
Mail ..... Montreal
Star ..... Montreal
Record ..... Sherbrooke

SASKATCHEWAN

News ..... Moose Jaw
Times ..... Moose Jaw
Province and Province and Standard ..... Regina
Leader ..... Regina
Phoenix ..... Saskatoon
Star ..... Saskatoon

Agricultural Publications

Canadian Farm ..... Toronto
Farm and Dairy ..... Peterboro
Farmer's Advocate and Home Magazine ..... London
Grain Growers' Guide ..... Winnipeg
Nor'-West Farmer ..... Winnipeg

Weeklies

Albertan ..... Calgary
British Whig ..... Kingston
Canadian Courier ..... Toronto
Family Herald and Weekly Star. Montreal
Mail and Homestead ..... Halifax
Saturday Standard ..... Montreal

Trade and Technical

Canadian Grocer ..... Toronto
Printer & Publisher ..... Toronto

Magazines

Canadian Home Journal ..... Toronto

It is stated that **Thousands of Advertisers,** representing at least **A Hundred Million Dollar** expenditure for advertising, depend for intelligent information regarding quantity and quality of circulations of publications on **A.B.C. Reports.**

Board of Directors Audit Bureau of Circulations

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Farm Journal, Philadelphia

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E. R. Shaw,
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Wm. Wrigley, Jr. Co., Chicago

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For more detailed information of the A. B. C.'s objects and scope, statement of dues for membership, list of members, or other facts, address

A·B·C

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703-16 15 E. Washington Street, Chicago, Ill.

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The ROLLAND PAPER CO., Limited

extend to the Printing Trade their Best Wishes for the New Year

Every one of your Customers using Canadian-made paper is helping to the Prosperity of the Country, and you benefit by it.

SUPPLY THEM WITH ROLLAND'S PAPERS

They are the best. Satisfaction means repeat orders and permanency of trade.

Samples gladly furnished on request

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General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

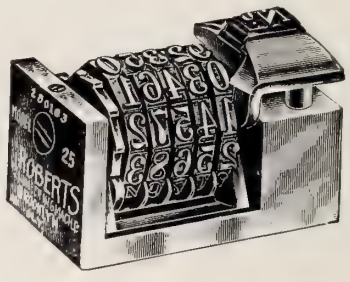
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In Stock and For Sale by All Type Founders

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The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels | Model 26 6 Wheels **$6.00**

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

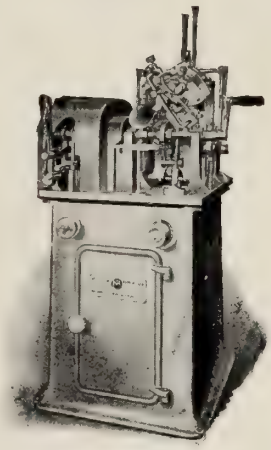
The Roberts Numbering Machine Company

696-710 Jamaica Ave. Successor to The Bates Machine Co. **BROOKLYN, N. Y.**

Matrices, $14.40 per Font

THE UNIVERSAL TYPE CASTER

5½ to 48 pt.



Price $1500

The Universal Type-Making Machine Company announce the purchase of the National Matrix Company, of Baltimore, Md., a company that has supplied matrices to many users of all makes of type casters, both in the Dominion and abroad.

This purchase not only adds 13 additional complete series from 5½ to 48 point to our present stock of matrices, but it also gives us what has long been considered one of the largest and best equipped plants manufacturing matrices for use on type-casting machines. The capacity of the National Matrix Company's plant has been increased to 500 fonts of matrices per month.

As the result of this purchase of the National Matrix Company, Universal matrices for use on any type-casting machine now cost only $14.40 per font. Why pay more?

UNIVERSAL TYPE-MAKING MACHINE CO.

432 Fourth Avenue
NEW YORK

1730 Transportation Bldg.
CHICAGO

This design is a TRADE MARK guarantee of quality.

HALF-TONE BOND

High-finished for printing half-tones. Plain—no watermark to mar the printing of the half-tone.

Stocked in 17 x 22—16, 18, and 20 lbs.

LOW PRICE—Send for Samples

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Our recently issued Catalogue and Price List shows what a complete and extensive line we carry. If you have not received a copy drop a card and we will add your name to our mailing list.

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Manufactured by Jos. E. Smyth Co., Chicago

The Smyth-National. For Edition and Catalogue Work. Adjustable Stitches. Takes work up to 15 x 16". Sews through Tapes or Super.

The Smyth-National New Model. For Edition and Catalogue Work. Adjustable Stitches. Two lengths of Stitch. Sews double seam through Tapes or Super. Takes work up to 15 x 16". The Latest and Best Machine.

Special Smyth-National No. 1. For Catalogue Work. Special arrangement for large oblong work. Sews same as New Model. Takes work up to 15 x 18".

The Smyth-National No. 4. Combination Machine for Edition, Catalogue and Blank Book Work. Makes plain Stitch in four lengths, also weaves cross Stitches in three lengths through and over Tapes. Adjustable Stitches. Takes work up to 11 x 18".

Kugler Looping Machine. For one and two-hole loop hanger work. Makes loops from 1⅝" to 8" long. Handles work up to ¾" thick, with very heavy cord.

The Martini Special. For heavy Blank Book Work. Built special in two sizes to take work up to 19 x 24" and 19 x 28".

The Martini Thread Stitching Machine. For Pamphlets and Booklets. Takes Flat or Saddle Work. Special attachment for One and Two Hole Loop-Hanger Work. Handles work up to ⅜" thick. Stitches with Thread or Cord. Five lengths of Stitches or Loop-Hangers. Punching Attachment for Loop-Hanger Work.

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B & G & C

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An M.F. Book of exceptional value

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A fine supercalendered Book Paper. Free from ground wood and therefore does not fade readily.

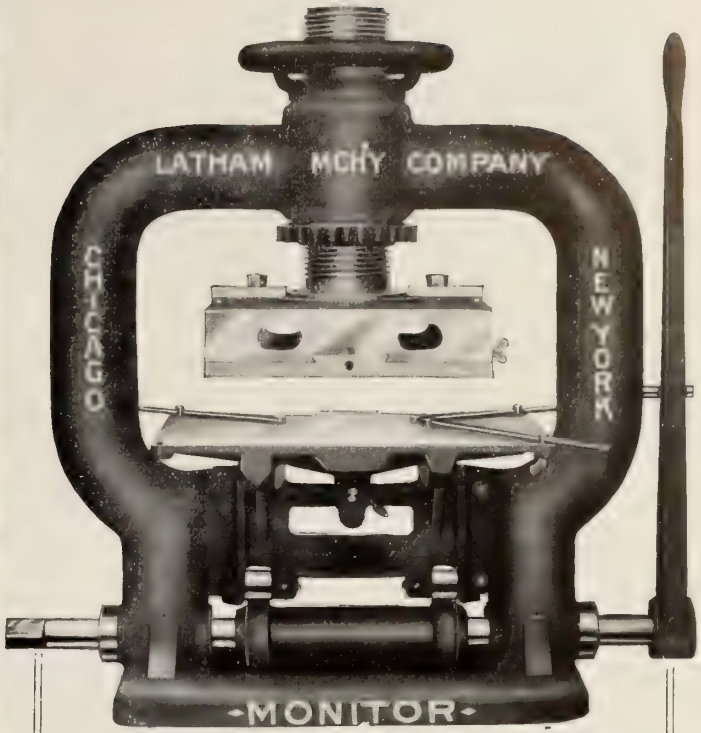
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80 lb.
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80 lb.

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B & G & C

Hamilton. and Montreal.



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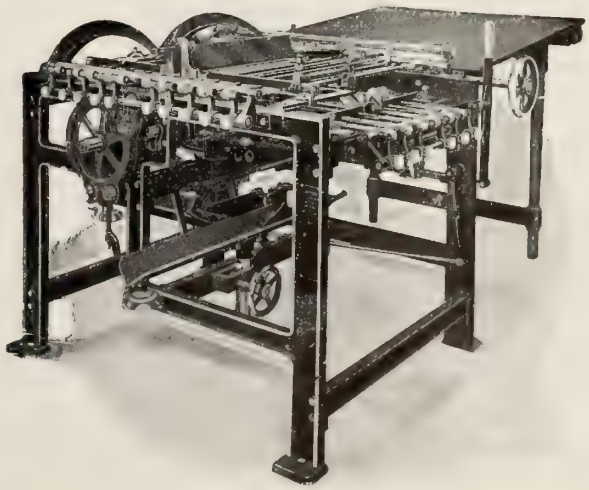
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References: The Bank of Ottawa and many of the leading publishers for whom we have been giving satisfaction for the past six years.

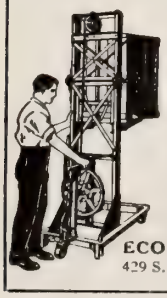
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Stephenson, Blake & Co., 60 Front St. W., Toronto.
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Morrison, J. L., Co., 445 King St. W., Toronto.
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Stewart, Geo. M., 92 McGill St., Montreal, Que.

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Stephenson, Blake & Co., 60 Front St. W., Toronto.

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Masco Company, Ltd., 55 Church St., Toronto.
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National Electrotype & Stereotype Co., Ltd., 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

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Stephenson, Blake & Co., 60 Front St. W., Toronto.

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AND
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Largest Exclusive Manufacturers of
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"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curl-Curl," "Banker's Linen Finish" Embossed Blottings.
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ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.
Hermann Roser & Son, Glastonbury, Conn.

SCOOP

Supplied to Canadian publications through Toronto, without troublesome duty charges.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD

GOOLD, SHAPLEY & MUIR CO., Limited
BRANTFORD, ONT.
Winnipeg, Man. Calgary, Alta.
Regina, Sask.

Manufacturers of High-Grade Gas and Gasoline Engines

Buyers' Guide

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Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES

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Wetter Numbering Machine Co., 333 Classon Ave., New York.

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Canada Paper Co., 112 Bay St., Toronto.

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Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.

Ideal Coated Paper Co., Brookfield, Mass.

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Rolland Paper Co., Montreal, Que.

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Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 233 Richmond St. W., Toronto.

PRINTING PRESSES

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Babcock Printing Press Co., New London, Conn.

Miller & Richard, Toronto and Winnipeg.

Manton Bros., 107 Elizabeth St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe, R. & Co., 504-520 Grand St., New York City.

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Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

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E. L. Megill, 60 Duane St., New York.

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The Levi's, 100 John St., Toronto.

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Out of town orders promptly attended to.

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TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies

GREENFIELD, MASSACHUSETTS

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

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In Newspaper and Magazine Printing Presses

***Hoe Two-Revolution Flat-Bed Press,**
Modern Machine with Front Delivery, takes paper 36 x 54 inches.

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Goss Single-Roll Press,
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Also a similar machine printing 20 pages.

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Prints 4, 6, 8, 10 and 12 pages.

Potter 2-Deck Press,
Prints 4, 6, 8, 10, 12 and 16 pages.

Scott Two-Deck Press
With Color Attachment,
Prints 4, 6, 8, 10, 12 and 16 pages.

***Potter Three-Deck Press,**
With Color Attachment,
Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 pages.

Goss 28-Page Press,
Prints 4, 6, 8, 10, 12, 14, 16, 20, 24 and 28 pages.

***Goss 4-Deck Press,**
Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 and 32 pages.

Goss Sextuple Press,
Prints from 4 to 48 pages.

The machines marked with a star are at present stored in Canada

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If you need increased facilities, now is the time to provide them. Another such opportunity may not occur again.

Let us know your requirements; we probably have the machine to meet them and will make the **Price and Terms Right.**

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An Up-to-Date Plant

Equipped with all the Latest Appliances along with the Best Skilled Workmanship for the Production of

FINE ART WORK
HALF TONE &
ZINC ENGRAVINGS

Reliance Engraving Co. 143 UNIVERSITY AVE. TORONTO

Goes ESTABLISHED 1879 Goes

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

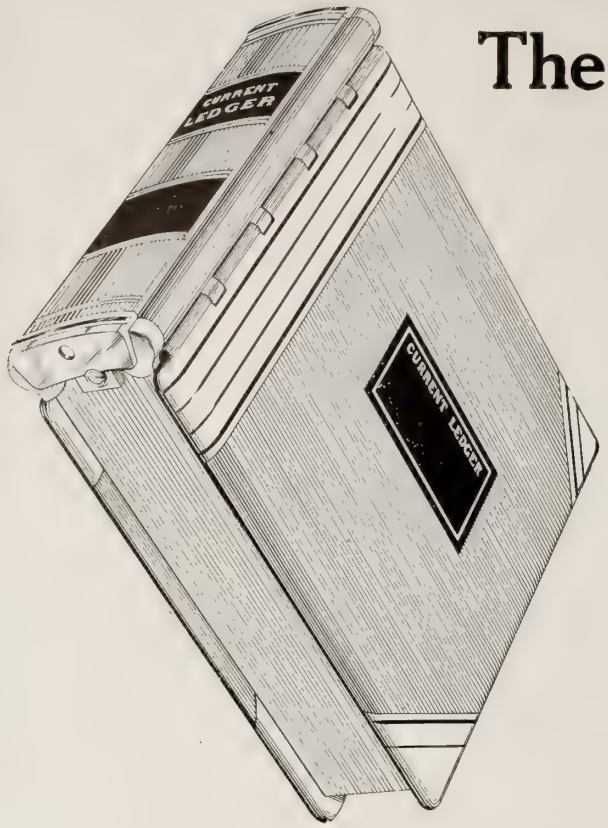
1916 - CALENDAR PADS - 1916

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

Goes ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST. Goes

Say you saw it in PRINTER & PUBLISHER.



The Successful Manufacturer

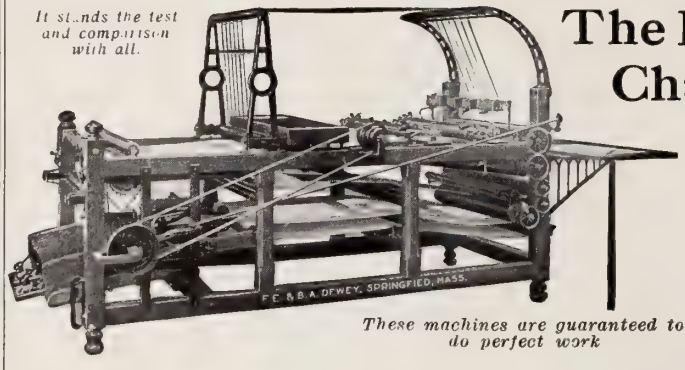
concentrates on articles he is best equipped to make economically. The Printer is a manufacturer, but as a class he is unsuccessful because he attempts to compete on articles he is poorly equipped to manufacture.

WHY NOT USE OUR PLANT AS A SUBSIDIARY TO YOUR OWN? We are specially equipped to manufacture the following items and all operations in connection therewith:

Loose Leaf Binders or Metal Parts
Loose Leaf Forms and Supplies
Shipping and Factory Tags
Index Cards
Lithographed Business Stationery.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard, H. J. Logan and others.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

TORONTO AGENT:
C. W. Paull, 66 Temperance St.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXV. Toronto, January, 1916 No. 1

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The MACLEAN PUBLISHING COMPANY, LIMITED
143-153 UNIVERSITY AVENUE, TORONTO, CANADA
JOHN BAYNE MACLEAN, *President* DUNCAN B GILLIES, *Manager*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, R. H. Ecclestone, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; NEW YORK, 115 Broadway, T. F. Bissett, Manager; CHICAGO, 140 South Dearborn St., Room 607, A. H. Byrne, Manager; BOSTON, 733 Old South Building, C. L. Morton, Manager; LONDON, ENG., Agents: The MacLean Company of Great Britain, Limited, 88 Fleet Street, E. C., E. J. Dodd, Director. Toronto Representative, H. C. Lowrey

Printer and Publisher is issued on the 24th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00; single copies, 20 cents. United States, $2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.
Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.



Old Case Stands Meant Inefficient Alleys

THE old case stand was not only an inefficient producing unit. It made up into alleys which multiplied all its deficiencies fourfold. To get the necessary spacing and justifying materials and display types, the compositor continually had to leave his alley and interfere with his neighbor, as shown above. Every time this happened, it meant increased cost of production for the shop.

Hamilton Cabinets hold 100 per cent. more type than the old style stand. Each compositor has within arm's length 48 type cases and all the spacing materials he will ordinarily put into his type stick.

Arranged in alleys, Hamilton Cabinets can be used simultaneously by four compositors without interference. They make it possible for each compositor to produce from 25 to 50 per cent. more typesetting.

You can not make what you should on your composition as long as your composing room is equipped with old and inefficient stands. Send for our latest catalog and see how you can lower your costs and increase your output with Hamilton Equipment.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Offices and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St. / Montreal, 345 Craig St. W. / Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Richard — Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd. corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

American Advertisers Want to Know More About Canada

The Advertising Men's League of New York Discuss the Subject of the Canadian Field — Speakers of Prominence — Address of the Man from Canada

THE interest of American advertisers in Canada was made concrete at the regular monthly meeting of the Advertising Men's League of New York for November, when the subject was "Selling in Canada."

The speakers were Wm. H. Ingersoll, of Robert H. Ingersoll & Bro., of "Dollar Watch" fame; A. G. Seal of the Underwood Typewriter Co.; L. L. Cleaves of the Toronto office of H. K. McCann Advertising Agency; and Guy Sharpe of the De Laval Cream Separator Co.

Invitations to address the League had been extended to John Sullivan, formerly advertising manager of the old Montreal *Daily Witness*, and later representative in New York of The Montreal *Gazette* and other Canadian publications, and to John C. Kirkwood, Toronto. Unfortunately neither of these men was able to be present.

It is significant that so important a body of advertising men as are represented by the Advertising Men's League of New York should wish to know more about the Canadian field, its possibilities and ways of "breaking in."



L. L. CLEAVES,
of the Toronto office of the H. K. McCann Advertising Agency, New York and Toronto. Mr. Cleaves gave the accompanying paper before the Advertising Men's League, of New York.

DO AS THE CANADIANS DO

Printers' Ink, in reporting this event said:

To sell in Canada, do as the Canadians do; this was the current of advice sounded by the speakers at the "Selling in Canada" night at the Advertising Club of New York, Monday, November 29.

"All through Canada I found them slow to accept novelties," said William H. Ingersoll, "and these were the substantial part of the tradespeople, too. This is particularly true of the Eastern section, where the more conservative English element prevails. It is therefore not a good thing for salesmen to emphasize that a thing is American. If you have a Canadian office and employ Canadian salesmen, you'll find them readier to take you in. This does not hold entirely true of the Western section, however, as there the people are a good deal more like us in temperament and tastes."

Mr. Ingersoll then touched on the trade situation in Canada, saying they have about the same kind of stores as the United States and the same ways of doing business.

"If you are looking for business in Canada and your line competes with a product manufactured in Great Britain, there is a tariff in favor of the latter averaging about 15 per cent. However, you have an advantage in time, similarity of tastes, and transportation costs that about offsets this tariff advantage.

"There are more commission houses in Canada which do business pretty adequately, and act almost as branch houses. There are also the regular jobbing houses, and you can also sell direct to the retail trade. We have used both means of selling."

GETTING OFF TO A WRONG START

A. G. Seal of the Underwood Typewriter Co. gave an instance where one house made a false start in cultivating the Canadian market by pursuing methods used in selling the American trade. Hogan & Son, iron manufacturers of New York, mailed out a series of six letters to the American trade, and 10 per cent. of these letters pulled business directly. The same six letters, however, mailed out to 200-odd Canadian firms, brought but 2½ per cent. of replies, and $80 worth of business.

"That set Mr. Hogan to thinking," continued the speaker, "and he decided to send out a salesman to find out why these letters had failed in Canada. As a result of the salesman's report, the whole tone and approach of the letters were changed. Six folders, re-written to fit the Canadian situation, and telling something about his busi-

ness, were then mailed out to Canada. Seven orders were received in return, and in the period over which the letters extended—two months—they booked 15 steady customers."

AGENCY WORK IN CANADA

Mr. Cleaves' paper is as follows:

The agency situation in Canada is rapidly developing into one similar to agency work in the United States in this: that the modern advertising agency must be prepared to give advice on marketing conditions, to outline sales policies as well as to understand the publication situation. A good agency in the United States now covers all these branches of the work, and the good agency of Canada is rapidly coming to be as competent in these matters.

A very considerable part of Canada's advertisable products is imported from this country. It is American manufacturers therefore, who should be interested in a little talk on marketing a product in Canada.

OVER 500 AMERICAN INDUSTRIES IN CANADA

To be more explicit: there are over 500 United States firms with Canadian headquarters, either factories or offices; and more are coming every month. Three hundred of these concerns are advertisers in Canada. As a result of advertising, I might say that while in 10 years the population of Canada has increased 30 per cent., and the increase in imports from the United States has increased 300 per cent. if the advertising had been better conceived in all cases, this 300 per cent. gain in imports into Canada from the United States would doubtless have become double. Many of these American manufacturers who advertise in Canada were obviously proceeding without the actual guidance that would make their advertising successful.

AGENCY OBLIGATIONS

And now what must a Canadian agency do for its United States customer?

First of all, an agency must know the geography of Canada. Canada has a population of about eight and a half million people. There are two people to the square mile, while in the United States there are 33 people to the square mile. You will readily see that this condition presents a market very different from that in this country.

The best way I can bring home to your attention conditions of selling in Canada is to compare it to the sales problem which most of your American advertisers find in the Rocky Mountain States of the United States. Yet this sales problem is being profitably handled by manufacturers who are going about their marketing properly, and it is the work of the agency to guide the manufacturer in these proper methods.

It is a considerable part of the agency's work to furnish the picture which will interest manufacturers in taking up this Canadian market. An American concern which does not develop it is treating himself in about the same way as if he were not developing New York State, since the population is about the same. But there is this difference, that Canada has room and capacity for growth in population and wealth not exceeded anywhere in the world. It is a fact that with the transcontinental railways now completed, Canada has the largest railroad mileage per capita in the world. It is safe to leave it to these railways to care for immigration, and we happen to know that the railways have this matter thoroughly in mind.

POSSIBILITIES OF THE CANADIAN MARKET

In 10 years, Canada's market will approximate the present New York State market with all of New England added to it. Canada should be approached by the American manufacturer more for what it will be than for what it is, large and prosperous though it is now. I will not say how much immigration will come from the States to Canada. I will prophecy that England, once the war is over, will send across hundreds of thousands of its young men. The Englishman, as you all know, has always been noted for what we might call his "stodginess." I refer to the laboring Englishman, the rank and file of the English population. He is described as a "stick-in-the-mud." Having been 10 years in one spot, he has had no thought of ever changing from that spot in his life-time.

Then came the war. The Englishman was stirred as he had never been stirred before. Some 3 millions of him have been routed from their jobs and their home cities, and have been sent out for an experience which, in addition to its horrors, also had its romantic side.

IMMIGRATION TO CANADA

The Englishman's blood is circulating again. This means inevitably that when he is discharged from the Army at the end of the war, he will not stop **going.** He will not be satisfied with his old job and his old surroundings. He will be looking for something new, something with some romance in it. It's human nature. And he will come to Canada because Canada is the best advertised and the most promising of any of the English colonies. And he will not come to Canada to work in a shop. His goal will be the open territory which comes so cheap to buy and pays so well through agriculture. And when the Canadian wheat fields are under the cultivation of hundreds of thousands of farmers, it means a tremendous thing in wealth, not only to the farmers themselves but to the entire Dominion.

CANADA AS A FOREIGN COUNTRY

The most important thing to realize about Canada is that it is a foreign country. It is more than a foreign country. It is two foreign countries *and* America. There are sections of Canada that are all French; there are other sections where the real English are so predominant that you would think you were in the midst of London. There are parts of the big Province of Quebec where no English whatever is spoken. As a matter of fact, almost 25 per cent. of the population of Canada is French, but these French are not *French* French. They are a race by themselves. They call themselves "Canadian." At the present time, England, of which Canada is a colony, and France, where the language of the Canadian is spoken, are hand in hand in a war for a common cause. Yet the recruiting among the French-Canadians has been almost nil, simply because they would not interest themselves in it.

Canada has recruited something like 185,000 troops for her Mother Country. As I said, almost none of these soldiers are of the French.

This merely goes to show what I mentioned before, that the Canadian French are neither English nor true French, and they have the characteristics of neither of these people.

The French, however, are a vigorous race and a courageous one. They would defend their Canada against anyone, but they are not so much in sympathy with the Empire that they would enlist for its battles.

THE QUEBEC MARKET

At the same time, these French, nearly two million of them, constitute one of the best markets for goods. The Secretary of the Retail Merchants' Association in Montreal, who is a very good friend of mine, said this about the French Canadians: "They live well first; dress well second; and save money third." This describes them partly. They seem not to care what they pay so long as

they get what they want and of good quality. They are a difficult market to reach. It is a "bromide" that to reach them at all you have to advertise to them in their own language, not only in copy for publications but in booklets and even in correspondence.

That, as I say, is a bromide in marketing to these French people, but there is much beyond that to know in order to get their market. They are intensely conservative. I might say that their conservatism is "ingrowing." To present a new proposition to them would seem a hopeless task to any of you. They would listen and say nothing even if you talked in their language. You would seem to have made no impression. They are, in other words, extremely hard to reach with the new; but because they stick to the old they make the very best kind of a market when you once get them; and as a matter of fact, properly approached, they are an easy market to obtain.

FRENCH CANADIAN CONSERVATISM

One of our clients in Canada markets oils. Several years ago, the steel barrel container was introduced by this manufacturer to replace the old wooden barrel. These French dealers and large consumers had used the wooden barrel, as had everybody. The wood barrel being of little value and returnable as an "empty" was not charged for. In order to introduce steel barrels, which are expensive, the client had to charge the recipient for them—a matter of ten dollars. He had no trouble in introducing the steel barrel to the rest of Canada, but it took him several years to get his steel barrel distribution in Quebec. At the present time on account of the war and the demand for steel for munitions, he is unable to get these steel barrels and he is having just as much difficulty returning to the wooden barrels as he had in getting away from them.

THE "ENGLISH" MARKET

Now as to the English element I need only say that it is not very hard to make mistakes in approaching this English attitude. One mistake that was made by an American agency is sufficient to illustrate. His client was a certain brewer, and his advertising, in large space, was a series of pictures of patriots of the United States: George Washington, "General of the Revolutionary Army"; John Hancock, "Signer of the Declaration of Independence"; Thomas Jefferson, I think as "Father of the Revolution." You can readily see that this advertising would not make a proper impression on the English mind.

Another instance of error. Your best advertised automobile manufacturer here in the States has had a tremendous market in Canada, but recently made some unfortunate statements for publication relative to the present war conditions. Up to the present time, if a man were planning to buy an automobile of a certain price, it was equivalent to deciding to buy the particular automobile this manufacturer put out. Now, in Canada, if a man is to buy an automobile of such a price, he looks the entire market over to see if there is any other car which he can buy instead of that put out by the man who made the mistake.

AGENCIES MUST KNOW CANADA

I said that Canada is a foreign country. The American agency would not assume to advertise property for the English market. That, also, is a bromide. Canada is exactly as foreign, (with a more complicated foreigness) as England. The United States space-buyer learns something daily about the field of the United States. It is his business to pick up information in every day's work. It is just as important that the agency marketing in Canada should live with his problem as it is that the agency marketing for the States should live with his problem.

Canadian agencies pick up daily information about marketing in the Dominion. The problem there is more uniformly difficult than here. An advertiser in the States can spend a very large appropriation in the magazines alone and almost adequately cover the country. In Canada, the advertiser cannot begin to cover the country through the magazines, which are good but few, and with small circulations. It is almost safe to say that it is not possible to market in Canada without the newspapers, and, that being the case, it points strongly to the fact that local conditions, distribution of population, and circulations, must be studied at close hand. This information cannot be even picked up by a representative of the agency travelling through the country, who can at best get only a kaleidoscope view.

A representative of an English agency had been travelling through Canada yearly for some time. Finally he wrote a book on the Canadian field, many of the statements of which seemed ridiculous to the advertising man familiar with Canada. I need quote only one instance. He took occasion to name the cities which the advertiser should use if he wanted to touch only the "high spots." There were some twenty-seven points in that list of which eight were considered errors.

Through its mixture of races, Canada, to a certain extent, has a peculiar language. They use words different from those on this side of the line. They have many idioms. To use other than their idiom is to sound strange to them. It is only the agency which works among these people all the time that is able to avoid errors of dictation.

Again, the commercial art should have at times a Canadian coloring, and still again the Canadian viewpoint of all advertising must be considered.

CANADA'S PRESENT PROSPERITY

I have said that the Canadian market is of about the size of the New York State market. This is true, and that market is small compared with the market of the United States. But aside from the comparison it is a considerable market and I might say in closing that Canada, at this time, is extremely prosperous, more prosperous than is this country. It has received a commercial benefit from the war; wages are high and crops are tremendous.

We have heard much about the wheat yield; but to the average person these tremendous figures in bushels convey but little. The United States stands first as a wheat producing country and this year it has produced ten bushels of wheat per capita. Canada ranks only fourth as a wheat producing country, but this yield means 42 bushels for every man, woman and child in the Dominion. Its yield of oats means fifty-six bushels per capita. This all means wealth, and it is new wealth, for it comes from the ground.

The newspapers of Canada are full of optimism. Their news columns and their editorial pages have about one-half articles on the war and most of the other half articles, both news and editorials, on the prosperity of the country and its future.

Another thing to indicate the prosperity of the country: this Quebec province, so largely French, is a farming country outside of two large cities. Ninety-five per cent. of these farms are owned by the farmers that operate them and their average size is ninety-seven acres.

There is an automobile to every hundred of the population in Canada. The savings deposits average $101.90 per person.

Canada is a great country and has a great future. As I have tried to point out, it is a fine buying market, but a difficult one to reach.

* * *

PRINTER AND PUBLISHER gives Mr. Cleaves' paper in full, not only for its own interest and merit, but because it represents the conclusions of an American who has but re-

cently come to Canada, and is the views of one particularly sensitive to the impress of new conditions and of a new environment. Mr. Cleaves sees Canada and Canadians, not through the eyes of a Canadian or of an American long domiciled in this country; but through the eyes of a man with an American viewpoint and a large American experience.

It is possible that some Canadian publishers may take issue with Mr. Cleaves on certain points. PRINTER AND PUBLISHER hopes that some will, for a shaking of beliefs and a condition of content that may be somewhat dust-laden will do none of us any harm.



STEWART LYON,
Managing Editor Toronto *Globe*, succeeding Dr. J. A. Macdonald to this post.

The Big Fact is that Canada offers a fine, near-at-hand and responsive market to the American manufacturer; and that American manufacturers in growing numbers are seeing it this way. The Big Duty is that Canadian publishers who desire to have more of the gold of Uncle Sam's manufacturers and to have more branch industries established in Canada should, individually and collectively, do their utmost to "sell" the Canadian market to the Americans.

THE BACK-KICK IN THE MADE-IN-CANADA CAMPAIGN

No disloyalty attaches to enterprise of this sort. Canada wants and needs more industries and the very best class of men to establish and extend Canadian industries are the Americans.

A year ago Canadian publishers tasted the unpleasant fruit of a mistaken and narrow-visioned loyalty: they danced merrily to the tune of "Made-in-Canada," filling their columns with perfervid editorials and whip-up stuff designed to promote a larger consumption of Made-in-Canada products. Straightway the great majority of Canadian manufacturers lay back comfortably and happily in their rocking chairs, delighted to see "their friends the publishers" making it unnecessary for them to advertise.

Canadian publishers were "stung," and the enthusiasm of twelve months ago for the Made-in-Canada idea is now sub-normal.

The worst thing that can happen industry is to encourage the idea of monopoly or to foster protective tariffs until they reach a point that prevents wholesome competition. The whip and spur of competition are needed in every country—in Great Britain, Germany, the United States and Canada.

Omitting Names of Poison

NEWSPAPERS would do well to omit from their accounts of suicide tragedies the name of the poison used. The use of the name of the poison serves no useful purpose and no doubt offers undesirable suggestions to those who are weighed down with more than their share of life's burdens or afflictions.

Suggestion is a powerful factor in influencing people to do things, and the mere mention of the name of a poison used by one person might easily be the cause of another person selecting it as a means of self-destruction. In fact, it is quite common for one suicide to be followed by others in which a similar form of self-destruction is employed. Not only is this the case in suicide by poison, but also by other means, as for instance, the succession of suicides by drowning at a certain pier on the waterfront of one of our Canadian cities. There seems to be fashion in suicide as in other things, and there is no doubt that newspaper accounts of poison suicides giving the name of the poison is a factor of no little importance in establishing such suicide fashions.

This is regrettable, especially in view of the fact that the news of a suicide can be given in just as graphic manner by stating that the person died from "a self-administered poison of powerful character," as in naming the poison or outlining how it was secured.

Newspapers would be rendering a service to humanity by refraining from mentioning the particular agent used whenever suicide is committed by means of poison.—*Retail Druggist.*

* * *

PRINTER AND PUBLISHER sees eye to eye with Editor Bryans of the *Retail Druggist* in this matter.

The Home Newspaper

IN COMMUNITY Building the one asset of incalculable value is the home newspaper. In whatever else it may fail, in this one respect, of ringing true to every local interest, it speaks out in no uncertain way.

Usually the newspaper is far in advance of the community. It has ambitions which carry it forward, and it reflects ideas that are sometimes regarded as out of place. Why? They are associated with enterprises which seem to be beyond local hopes and capacities.

The home newspaper is, however, the best friend of every community, and when it does its best, at some sacrifices occasionally, in order to prove the consistency of its policy, it can depend upon the support of the people.

—*British Whig*, Kingston.

Tweed News Grateful

December 11th, 1915.

I AM sending you one of this week's copies of our paper and you will see that we have the extra page that we asked you about a short time ago filled with advertising.

We have been very successful with our advertising, and this is not a Christmas Number, but one our regular issues.

We have had to work pretty hard to get it, and it is just as you say that a printer has to keep everlastingly at it.

We thank you for your many valuable hints and you see we have made use of them.

The Tweed *News*,
S. R. Alger.

Getting the Order—Methods of Real Salesmen

How Brown, Brewster, Hammell et al, A1 Salesmen, "Put it Across"—$40,000 for Six Months is Some Treasure!—Dignity, Flattery, Smoothness, Bull-doggedness are the Strength of Salesmen

ASKED to explain his success as a salesman, Brown said, "I start in by getting my man saying 'yes.' I ask him some questions which he must answer with 'yes.' Always I have him assenting to some general proposition or to some direct question. I study my propositions and I take good care that 'yes' is the sure reply. If my man shows a tendency to dissent or say 'no,' I switch the canvass on to 'yes' lines instantly. I won't let him say 'no.' I want to work him up to the point of saying 'yes' when I ask him for an order. I get him into the 'yes' habit in advance."

Brown's way is his secret of success. Now you have a secret worth hundreds, even thousands of dollars, to a good many.

THE METHODS OF SMITH

Smith's way of getting the order is—but, I'll let him tell it himself:

"I establish a point of contact. I find out beforehand, if possible, what the man will answer back to. I touch him on the side of his interests, I make him responsive.

"With his interest secured, I haven't much trouble in working the canvass towards my proposition, but I never start in on my proposition first. First I get my man."

WILKINS' SUBTLE WAY

Wilkins has a way which is worth presenting:

"I give the prospect back his own dream or desire. I 'paint the picture,' show him the vision of his heart.

"You know the International Correspondence School's advertisements—a man opening his envelope and taking out more money than he used to draw; the foreman being called into the general manager's office, and receiving the appointment of superintendent,—well that's my way. I know pretty well what is the dream or desire of the man I talk to, and I put it into words.

"He begins to see things the way I want him, and I make him feel that he can possess his desire by having what I am selling.

"I don't sell my *goods* so much as sell the man *his own dreams* and *wishes*. He buys what I have to sell him as he would a railway ticket: It is necessary to get to his destination.

"You know what the great Dr. Johnson said when he announced the sale by auction of a brewery, he being an executor of the estate: 'Gentlemen, we are not met here to sell you a fabric of brick and mortar, and a collection of pots, kettles and pans, but the potentialities of wealth beyond the dreams of avarice.'"

HIGGINS A CONTENTIOUS CHAP

Higgins gets orders, many of them, by sheer force of argument. He is not brilliant, nothing flashy about him, not very well educated; but he has a good address, a fighting spirit, good reasoning powers, and he stays close up to his man and his business. In a company of successful salesmen he is the best business-getter.

DIGINITY AND EARNESTNESS DOYLE'S STRENGTH

Doyle's way—and Doyle is a winner—is his sincerity, coupled with dignity. He knows what he is selling from top to bottom; he puts imagination into his canvasses, he has a faculty of convincing by his own earnestness and by his own obvious belief in the worth of what he is selling. He crowds his prospect, applies pressure to him; and because of Doyle's warmth of argument and his good reasoning, the prospect finds himself yielding, until in the end he gives the desired order.

HOWARD EARNS $40,000 IN SIX MONTHS

Howard is a big man and won't go out with anything not his size. He likes to call on big men. Howard's record is 400 sales in six months, on which he made $100 commission on each sale—total $40,000! He did this in Canada.

Before he started out he knew exactly what men he meant to interview. They were millionaires, or near-millionaires, and Howard's merchandise was a luxury. It appealed to men on the side of their vanity, their love of the aesthetic, their patriotism.

Howard dominates his man, millionaire though he may be. Intellect, good manners, and a thorough knowledge of his proposition coupled with masterly salesmanship, make the buyer fairly easy prey.

He uses flattery adroitly, with an art that conceals art.

Howard is a widely traveled man, a man of fine education, of great dramatic gifts, a man accustomed to applause and success. He never thinks failure, and so he wins nine times out of ten.

FLATTERY IS GREEN'S METHOD

Green is as smooth as silk, a flatterer from the word go. He has a whimsical smile, and dancing eyes. His good nature is contagious. He makes you feel good with yourself. You like him; and his guileless flattery, so gentle, so ingenuous, makes you swell up with self-appreciation.

When he starts in on his canvass he is animated, he exalts the commonplace. There is a certain sonorous pompousness in his language. You see that what he offers is absolutely essential to you, and your self-respect won't let you say no to his proposal. All the time Green makes you feel that you are honored by being called upon by him with a proposition such as he has to offer, and you don't want to refuse. You take Green's fountain pen and sign with an extra flourish to your signature—all as a matter of course. And lo, Green is gone!

FRANKNESS IS BREWSTER'S STRENGTH

Brewster is also smooth, and he is as clever as a fox. He smiles blandly. His black eyes beam with good will. You like him and his frankness the moment you set your eyes on him. Without preamble, Brewster informs you of his errand. He dignifies it. You are honored by his having you on his list. You find yourself being projected along a pair of well laid rails swiftly to a goal.

Brewster is earnest, he makes you see how vast will be your gain by possessing his goods. He makes the vista luminous and long. To be without what he offers you is to be poor, all the rest of your days; and he shows you how absurdly easy it is to possess what he is selling. The price shrinks to nothingness; and under his spell, and with the vision still radiant, you sign—all in twenty minutes!

BULL-DOG HAMMELL

Hammell never lets up. If he doesn't get you to-day, he will hope to get you to-morrow. He talks only his goods—no visions for him. No pompousness. His goods you ought to have.

Hammell's great aim is to show you that his goods are without a peer, and to persuade you to a decision.

Persistency, joined to earnestness, wins for Hammell. You don't tire of him—you admire him. He has no time for nonsense. Until you buy you feel yourself an unsaved sinner, and in the end you succumb to your own sense of duty and to Hammell's untiring pursuit of you; and you are glad you have done it! Hammell also is glad you have done it, not for his sake, but for your own. Fine fellow, Hammell.

* * *

Printers and publishers, you have salesmen on your staff. Put this sketch of the ways and manners successful salesmen have used before these salesmen of yours.

Remember this: Salesmanship is an art. It makes use of the individuality of the salesman. The art of salesmanship can and should be cultivated.

The hardest and most essential thing for a salesman to learn is to keep ever foremost the interests of the man he wishes to sell to. The great tendency on the part of most salesmen is to keep in the foreground their own business. They begin their canvasses with "we" whereas they should begin with "you." Not the interests of their employer, but the interests of the man being sold to, should be studied, regarded and kept ever to the front.

This wisdom is becoming trite so far as its expression on paper goes, but the fact remains that the average salesman, representing any institution, needs much coaching in the matter of better methods.

The buyer must be made to see and feel that he is receiving more than he is paying for, but even more important than this is to make him feel that the thing the salesman has to offer is essential to him in the securing of his desires or the achieving of his ends. The thing that is being sold is not the main thing, but rather a bridge over which the purchaser can travel to his goal, or a hyphen which will link him up with his desire, or a means to his cherished ends.

Printers and publishers. you can have what you have to sell more largely consumed if your salesmen will learn salesmanship. Nothing is surer than this.

A Printer's Programme for 1916

IF THE printers of Canada wish to have a good nineteen hundred sixteen, they should do what they can to assure this possibility—this by hewing to a line.

It should be the easiest thing in the world for a printer to sit down on some day soon in a quiet hour—an hour or evening dedicated solemnly to the purpose, and devise a programme of self-advertising for the whole twelve months of 1916. This is comparatively simple. The hard thing, the rare thing, will be fidelity in the carrying out of this programme.

Here are a few suggestions to printers in the line of advertising a printing business:

The publication of a house organ. Numerous printers do this now, and one said recently that the direct results from a single issue yielded a profit sufficient to pay the cost of publishing and mailing his house-organ for some years to come.

The issue monthly of a simple circular—an attractive piece of printing containing reasons why the recipients of it should employ printed matter in their selling plans.

Arranging for a public display of work done—this by means of a window on a well-travelled street, or by means of a display show case placed where many potential buyers of printing can see it.

A judicious use of local newspapers, so proving that the printer believes in newspaper advertising, just as a publisher believes (or should believe) in the co-ordination of direct-by-mail advertising to support newspaper advertising.

A dead set to get the business of certain firms—not nameless firms, but firms with known names and addresses. This by means of submitted ideas or suggestions, the result of a definite study of the business or selling problems of those to be approached.

These are a mere handful of definite proposals. They are all practical, and most of them are necessary in the successful development of a business. They involve trouble, labor and expense, but the reason for the non-development of the great majority of printing businesses is the fact that their proprietors or managers are forever running away from Trouble, Labor and Expense.

To get ahead, one must plan ahead. PRINTER AND PUBLISHER in all seriousness and kindliness urges its printer readers to formulate a definite, broad and big-calibred programme for this year, 1916, and to resolve periodically and earnestly, with solemn and sincere vows, to carry through the programme faithfully to the very end.

Go Slow in Discarding Old Machinery

HE WHO hunts must needs leap sometimes, but it is well to look ahead. It is risky to discard equipment that is still good in its way just for the sake of having something newer, and perhaps more profitable to operate. The loss on the discarded machinery may not always be covered by the work of the new machine. No machine performance lives up to the salesman's promise. The additional capital on one side the balance, small profits and inadequate service with present equipment on the other; they will not balance. It is for the printer himself to say which way the difference leans. Has the old equipment been depreciated year after year until it has paid for itself? If so, where is the depreciation fund? Is it handy, so that it can be applied on the proposed new machine? If not, go slowly.

If the new machine is largely experimental, leave it alone for awhile.

Experiments are undesirable, as also are sudden changes. It is well to be cautious, for safe methods follow study of the proposition from all angles.

Those who look before they leap,
Seldom from the ditches creep.

—*Ben Franklin Monthly.*

Lettering on Lead Pencils

THIS class of work is done upon specially devised blocking presses. The general procedure is akin to that of gold blocking, but a chase or tray is utilized to hold the sets of pencils, to be printed upon. The action of the machine is so devised that accurate impressions are readily made without damaging the lead during the application of pressure.

Worth Two Dollars to Fred Doig

St. John, N.B., November 22nd, 1915.

IT WOULD be a poor magazine indeed, that wasn't worth two dollars to any printer. Under separate cover am sending a few everyday samples which *might* help in the specimen department. Hope some day soon to see PRINTER AND PUBLISHER as large and as beautiful as any printer's book outside of Canada. *Here's soon.*—Fred Doig.

Harry C. Stovel's Memories of Half a Century

Boyhood Days—Thrashings and Latin—The Lure of Printers' Ink—Tramp Printers—Making Wood Type—Color Printing

Mr. Stovel is making himself the creditor of many—those of his own day and generation, and those of younger years. Delightfully he passes before our eyes a film of a half-century ago.

The pictures are real and various, but everyone of them has its appeal to interest and imagination. Many are humorous, many tinged with pathos.

These "I Remember" sketches will continue to be published for several more issues of Printer and Publisher, and next month some vastly interesting portraits will appear.

If any comrade of Harry Stovel, or any contemporary, cares to add his memories to these now being published, he is assured now that they will be heartily welcomed by the Editor.

I REMEMBER having graduated from a kindergarten, or private school, where yarn or knitting wool in the skein was held on the hands and bobbed to and fro, or up and down, as you please; while the "missus" wound it into balls for use in knitting later on, and at which school, if I did anything that caused undue trouble to the teacher, it was reported to father, and I got paddywhack by shingle from him—generally two thrashings, or a half or unfinished one from number one, who was perhaps not able to carry the game through to a proper finish, and a second one from father, the latter if anything more severe than the first; so interest, or discount, or exchange, whichever you wish, was mine. This teacher was quite interested in the "boy editor" later on, and often rendered assistance where it was necessary.

I remember later on graduating from a private school of a more advanced nature, where the teacher was a Scotch Presbyterian minister, who took delight in having a schoolmate and myself scrap over Flodden or Bannockburn. Having plodded along until "unus" and "duo" in Latin numerals were mastered, my idea was that schooling enough had been secured, and the desire was to get into business. Father yielded, and then his aim was to have his boy "do something." Municipal and election meetings were attended with the pater, and then the larger field of printing or publishing was thought of.

ENTERING UPON A PUBLISHER'S CAREER

I remember the first press obtained. It was a "Little Favorite," a press that printed each way of passing under the cylinder, and of course had to be inked by hand roller. The man from whom it was purchased, was a druggist in Mount Forest, and the bargain was made with him that we were to have his label and seed-bag business to print. The gentleman was Jas. Colcleugh, and he is at present a resident in Winnipeg. Though well up in years, he is still quite active. With the press was some type, cases, etc., and some cuts; the latter being an important factor in connection with printing in those days as now, but the cuts were not half-tones, generally electros moulded from well-cut wood cuts.

I remember considerably later on that the press was considered too small for the size of paper we were issuing. Father had a machine shop, and so patterns were made for a larger size of the same kind of press, and one of them being made on it, we printed a considerably longer page. This press was afterwards one of the first machines in Manitoba, or rather the Territories, for it went to a college at Rapid City, and the latter place was not at that time within the Province of Manitoba; it was still part of the Northwest Territories.

THE UBIQUITOUS GLOBE

I remember father was ready at all times to cast aside self that "my boy" might be to the front. He assisted me not a little, and the school teacher before alluded to watched and coached me. Later, when the political game was in view, G. R. Pattullo, then head push for the Reformers (Grits were not known then), was appealed to, and his instructions were to take the *Globe* and follow it by "boiling down."

A PRINTER'S EDUCATION

I remember procuring a Printer's Manual, (Harpel's, I think it was), and studying it almost daily. It told not only how to correct a proof, and to do this and that, but it had a number of specimens of work. How they were admired and aimed at can best be seen through the way the book was handled; I should have it by me somewhere, though it may not be at hand, as it was frequently lent and may have become lost. I'll not soon forget the endeavor to get out as good a debenture as the sample in the book. Then how everything from John Rutherford's, of Owen Sound, or the Ingersoll *Chronicle* would be "devoured." They turned out some exceedingly fine colored work. The latter was all the go in those days.

I remember getting pointers from Trayes of the Port Hope *Times*. He did his own stereotyping, and was envied because he had a cut for nearly every job turned out, having secured a lot of papier mache moulds with the stereotype outfit he had purchased.

I remember my father arranging with a man in Owen Sound to let me visit his office and get some instruction. I think the man published a Congregational church paper. The visit was made, and it helped me.

ENTER THE TRAMP PRINTER

I remember availing myself of a tramp printer coming along; and there were some in those days to be sure. One I remember quite well—Geordie Sampson by name. He was a sort of periodical tramp, coming around fairly regularly. From him many a pointer as to colored work, and how to run the Washington, were obtained. One time he was put to work, as at others, "right away quick." He kept straight for a time, and did fine, as he was like most tramp printers—generally confiding and gave all they knew if you took them aright. However he broke out, and I took him to my residence and locked him up in a room in the hope of breaking him off the spree. It was quite a time to be sure, and led my wife an interesting period. All to no purpose; he had to have it out.

MAKING WOOD TYPE

I remember well getting cherry wood cut right height, and procuring tools, so that letters could be made for

posters, or more properly that special lines could be cut for posters. Single letters were, however, cut at times. This worked for a time, but there was no staying power to the type, as it was cut the easy way of the grain, and just when in the middle of running off a job, possibly the face would strip with result that a new line had to be made. This was not at all pleasant when happening about a time when the press was wanted for the run on the paper, and everything ready for the run.

I remember, you bet I remember, printing paper bags of all sizes on the Little Favorite hand press, and by the thousand, and sometimes in three colors, often two, and no such prices and quantities were obtained as to-day.

I remember well patting myself on the back as being part of a concern publishing the largest country weekly in Canada, outside of what we then called the daily-weeklies,—the weeklies published by the daily papers. It was the *Confederate*, of Mount Forest, and had sixteen pages, the same page size they now publish,—just twice its present number of pages.

(*To be Continued.*)

Origin of Printer's Devil

THE term "printer's devil," as applied to the boy who does the choring around the printing office, has a peculiar romantic history.

In early days printing was styled the "black art," and printers were supposed to be in league with Satan. But it was in the time of Aldus Minutius in Venice that matters took a serious turn. This was the famous printer who first published the Greek and Roman classics. He took into his employ a negro boy who was homeless on the streets in Venice. The people supposed the boy was an imp of Satan and helped in the printing. Mobs collected about to wreck the building when the boy was brought forward and exhibited and it was shown that he was flesh and blood; but, he was still called "the printer's devil," and every boy in his position ever since has been called so.

Agency Items

THE account of the Williams Piano Company, Oshawa, is possessed by the Norris-Patterson Agency, Toronto.

The account of Penmans, Ltd., is now being handled by the J. Walter Thompson Co., Ltd., Toronto.

Willard N. Record, for nearly ten years western representative, has been appointed general manager of Albert Frank & Company, of Chicago. Louis E. Delson has been placed in charge of the New Business Department, under the title of assistant general manager. Mr. Delson has carried on this work with marked success since the retirement of T. J. Swanson from this agency some months ago.

The Trade Journalist

TRADE journalism has now its own spokesman—*The Trade Journalist*, published monthly by Russell Raymond Voorhees, Long Island City. It will deal with such matters as "above board" circulation, and adhered-to rate cards; and will survey each month the trade journal field. Also, the editorial and advertising departments of trade newspapers will receive attention.

That Editor Voorhees does not mean to be pussy-footed is indicated by this extract from a comment on a New York grocery paper: "Your paper has little to commend. It is one of those official organ publications that are leeches on the trade journal publishing business."

PRINTER AND PUBLISHER has said that trade journalism has a spokesman. This may be right and may not be right. The first issue of *The Trade Journalist* is really the spokesman of an individual. Publications which are the mouthpieces of individuals, mere outlets for views, good, bad or indifferent, rarely achieve long life or large circulation. To live and flourish, they must *serve*, and this in a broad way—without the individual's identity and personality being kept ever uppermost.

The Other Man—this is the thought to keep foremost, in publishing, editing, selling, preaching, and amusing; for it is *the other man* who has the money that is so necessary to keep a publication, or a preacher, or a business, or an entertainer fed and clad.

Crowley's Magazine

A JOURNAL for Magazine Sellers is the sub-title of a new publication called *Crowley's Magazine*, published by the Crowley Brothers, New York.

That there was room and need for this publication seems obvious by an examination of it. It is to magazine publishers what *The Fourth Estate*, *The Editor and Publisher*, *Newspaperdom*, and PRINTER AND PUBLISHER are to newspaper publishers.

The new magazine defines its mission as "devoted to the interests of Magazine Sellers and Subscription Producers, and the promotion of modern methods of periodical selling."

To the circulation manager *Crowley's Magazine* will assuredly prove stimulating and inspiring.

Interest and attractiveness are added to the publication by numerous portraits of magazine publishers and editors.

National Baby Week

HEALTH for babies will be "sold" by club women, health officers and many business people, as well as social workers, during the week of March 4-11, 1916. This will be "National Baby Week," as announced by the United States Children's Bureau at Washington, and the General Federation of Women's Clubs, through Mrs. Elmer Blair, The Knickerbocker, Albany, N.Y. A bulletin of plans and ideas was issued by the Children's Bureau about December 1st, and will be supplied to applicants free of charge.

The Baby Week campaigns conducted by advertising men in New York and Chicago gained national prominence because of their bigness and effectiveness. In some cases local newspapers in smaller cities undertook similar campaigns during the last year or two. The proposal of a National Baby Week in March offers an attractive opportunity for newspapers which desire to take the lead in local welfare movements where large numbers of people can be interested and actively enlisted.

Shortage of Newsprint

SEVERAL English newspapers are calling attention to the fact that owing to the growing scarcity of paper, it is very important that their returns should be reduced to the lowest minimum and requesting that their distributing agents should revise their daily orders with this purpose in view.

These circumstances, which have been brought about by the present shipping situation, arising out of the war, should be of interest to the Canadian mills.

A Country Publisher Builds Up His Circulation

The Story of Jones of The Brucefield Messenger—Sources of Inspiration —A Free Spender—His Love of Multiplication—His Steadfast Diligence

By JOHN C. KIRKWOOD

IN the December number of PRINTER AND PUBLISHER the story of how Jones built up the circulation of his country weekly was begun. It told of his card index system for recording names of subscribers and should-be subscribers; of his maps, of their great value to him; of his motor car, and his profitable use of it; of ways used to secure the interest of preachers, teachers, young people and children; of methods used to increase interest in advertising on the part of his readers; and of an average annual increase in his list of subscribers of 200. In the five years of the ownership of the Brucefield *Messenger* by Jones, the subscription list had grown from 1,500 to 2,500; and in the interval Jones had increased the subscription price from $1.00 to $1.50 a year.

It will be profitable to continue this chronicle of Jones and of the ways employed by him to build up the *Messenger's* circulation to the 3,500 mark, the full number of "possibles" in the territory covered by the *Messenger*.

SOURCES OF INSPIRATION

Jones subscribed to half a dozen or so farm papers, Canadian and American. His idea in doing this was to get "tips" concerning matters of concern or interest to farmers. An article in one publication was entitled: "Killing and Dressing of Poultry." This suggested to Jones an idea —to discover what women in his field excelled in the matter of preparing poultry for market. He coöperated with a local grocer who dealt in dressed fowl, and he offered a prize of $5.00 for the best pair of chickens supplied to this grocer on a given day. In this way he drew public attention in Brucefield and the country surrounding to the subject of the Dressing of Poultry.

This little competition he made an annual one. The result is that he has raised the standard in his community for dressed fowl. He also succeeded in his ulterior object: he made the *Messenger* widely talked about, and this meant additional subscriptions.

The Farmers' Institute Club idea gave Jones many an opportunity to "get in" on the favor of men and women members. He was not content to report in a perfunctory way the meetings and doings of the Institute but obtained interviews, published photographs of members, had members contribute letters, and published addresses and papers.

The problem of the country church gave him fine opportunity to publish material of the greatest local interest. Ministers and people were interviewed, the historical beginnings of these churches were investigated, reminiscences were published.

MAKING DOGS CIRCULATION BUILDERS

Farm dogs gave Jones a chance to publish some interesting matter. This led many readers to contribute stories of canine intelligence—stories with local and personal association.

The problem of young people on the farm was serious and pertinent enough to merit attention. Jones had many a conversation with young men and women on the farm, and with their parents, and when in the end his first article appeared it was extremely meaty and there was already assured it a very wide attention.

AN UNHURRIED MAN IS JONES

Here let it be said emphatically that Jones didn't rush into print with these articles and features. Quite the contrary. He gathered his material leisurely but diligently and had at all times a dozen or a score of subjects in connection with which he was gathering material and developing his own opinions. Had Jones found himself compelled to produce everything after the "rush" idea, he would have fallen down hopelessly and would have exhausted himself in no time. Many of his brother publishers marveled over his "feature stuff," declaring, "for the life of me, I don't see how Jones does it. I know I haven't the time to go about as he does obtaining material" —and so on and so on. Yet these men have exactly the same time that Jones has—168 hours a week. Jones is methodical, works to a plan, is never hurried or flurried, and by his scheme of things practically every experience and conversation, and all his reading contribute something of value to the products of his brain and pen.

JONES HAS AN UNDERSTUDY

Also let this be said: Jones was able, as his success grew, to engage a subordinate—a young woman of good education and with stenographic and typing ability. Steadily and with malice aforethought he trained her editorially and developed in her the qualities of initiative and self-reliance.

In the course of time Jones invested in a dictaphone, and into the attentive ear of this mechanism he poured forth the facts, gleanings and opinions that burdened his notebooks, mind and soul. His young woman typist transcribed these outpourings, and so in Brucefield, with 2,500 population, there was found in its newspaper office organization and facilities rarely found in places four or five times Brucefield's size.

Jones was a managing editor, if you want to give him this high-sounding title. He was a director more than an executive. He shed as much as possible the actual performance of small or minor duties. He imposed responsibilities on others and made them live up to their obligations.

JONES'S TIME IS WORTH MONEY

Jones values his hour at so much. His hour-value is worth a great deal more than 60 cents an hour, the hour-value of his sub-editor. He does not do his own bookkeeping or look after his own work-dockets. Someone, whose value is much less than his, can do this work equally well. But Jones spent much time at the beginning in devising a cost and working system for the successful running of his business. Here *his* brain and genius were needed.

JONES A MULTIPLIER

Jones considered himself as a multiplier. If he were to reduce himself to a symbol, it would be just a plain "X"—the sign of multiplication.

His great business was first to multiply readers of the *Messenger*, and then to multiply the number of lines used each issue of his paper by advertisers. Multiplication has become a passion with Jones. Always he is thinking out ways and ideas by which he can *increase* readers and revenue.

It is not the money he is after so much as a complete success. The money follows as a matter of course. If Jones were money-mad he would become niggardly. He would look at every dollar half-a-dozen times before consenting to part with it. But Jones is sane enough and has enough perspicuity to see that the surest way to make money is to use money—to put money to work.

JONES SPENDS MONEY FREELY

Three per cent. investments—bank interest, and six per cent investments he had little patience with in the earlier days of his Brucefield history. When he bought his motor car at $1,000, he parted with the money without a pang. He saw clearly that this motor car would, soon or late, return its cost and pay from 50 to 100 per cent. dividend. When he bought a typewriter, he surprised the agent who solicited him to buy a machine by the promptitude with which he gave the desired order. He gives orders to the engravers for cuts as a mere matter of business—as he would give an order for newsprint. When he fitted up his public office to make it attractive and convenient, he spent the money it cost to get these results with cheerfulness.

By some, Jones is considered an "easy mark," "no business man"—and all the rest of it. But Jones is obviously prospering, and he pays his bills. This is his answer to his critics and envious judges.

ENCOURAGES DIRECT-BY-MAIL ADVERTISING

Returning to the multiplication idea and its bearing on the circulation problem. When Jones persuaded Magrath & Hardy to advertise—a very important firm dealing in hardware and builders' supplies—he induced them to send to their customers and prospective customers a piece of choice printed matter, announcing that they had decided to use the *Messenger* regularly as a medium for business news. Jones put up this idea to Magrath & Hardy for its intrinsic merit; but under and behind this idea and act was this purpose: to have Magrath & Hardy endorse the *Messenger*, and in this way contribute to its prestige. That is, he made Magrath & Hardy advertise the *Messenger* at their expense.

This same subtle plan is "put across" often and often. The sure results on the recipients of these direct-by-mail announcements by new advertisers are: (1) to make recipients attentive to the advertising of the firms about to advertise; (2) to make them conscious of the fact that the *Messenger* is the elect medium; and (3) to make non-subscribers to the *Messenger* desirous of receiving it regularly.

As often as he can reasonably and honestly recommend this procedure, Jones has others send through the mails printed matter (produced in the *Messenger's* job department) containing an indirect yet very influential advertisement of the *Messenger*.

WISE ONES SHAKE THEIR HEADS

Jones' brother publishers at press conferences and elsewhere ask—and answer—the solemn question, "Isn't Jones wrong in encouraging his retail merchants to do direct advertising?" Occasionally Jones himself contributes an answer. One of his most effective replies is to take a copy of the *Messenger* when he became its owner, and a copy of his latest issue and say: "Look gentlemen, at the amount of advertising carried five years ago. Put along side that record the amount the *Messenger* is carrying to-day." And Jones says at times: "Gentlemen, some of you are asking, 'How do I do it?' I'll tell you: I multiply one factor by another"—and he puts on the back of an envelope, or a blackboard, whichever is available, an equation after this manner:

$a \times b \times c \times d \times e \times f \times g$=present results.

a, he explains, stands for a cracking-good newspaper; b for his card-index system for recording names and locations of subscribers and should-be subscribers; c for his maps; d for his motor car; e for his special features; f for his special schemes for interesting the public in his newspaper and so on.

FASCINATING ALGEBRAIC EQUATIONS

Then he says: "Gentlemen, I hope ultimately to make this equation read as follows:

$a^2 \times b^2 \times c^2 \times d^2 \times e^2 \times f^2 \times g^2 \times h^2$=present results.

By a^2 I mean that I am squaring the interest value of my weekly—this by the incorporation of new features of multiplied attention-getting, attention-holding power. By b^2 I mean that I am making that card-index system of mine work harder—double and treble its volume. I find that the *Messenger* is being well-received in districts lying beyond the field I thought my activities should be confined to when I bought the *Messenger*. By c^2, I mean that those maps of mine which you know about very well are multiplying their value to me many times over. I can tell you, gentlemen, pretty accurately, how many pianos are owned in the 400 square miles covered by these maps; how many gasoline engines, cream separators, milking machines, feed and litter carrier systems, manure spreaders, automobiles, silos, and much else are to be found in this territory I have considered as being mine, and I can tell you who owns them."

ADDITION OR MULTIPLICATION

And so Jones makes it clear just what he means by the term multiplication, and that his amazing success is not the result of "simple addition" methods, but of "multiplication" methods—the multiplying together of many factors, and the enlargement of the individual factors.

(To Be Continued)

Fighting Tuberculosis in Canada

THE ONE ailment of mankind that Governments concern themselves with to a degree that is commendable, if not surprising, is the great white plague. In Canada a special organization known as the Canadian Society for the Prevention of Tuberculosis is very strongly organized to combat the ravages of tuberculosis. Not only is there a very strong advisory committee, but there is a special secretary designated to the work of organizing throughout Canada, a qualified physician whose duties include, among other things, periodical journeys hither and thither in Canada, and the delivery of many lectures to all sorts and conditions of men, women and children.

The report of the last year's work has just been published, a well-printed volume of 254 pages. In it is summarized the year's work in all parts of Canada.

Newspaper publishers will find in this volume suggestive material in goodly measure. One sees reports from Vancouver, Charlottetown, St. Catharines, Essex, Halifax, London and many another city and community.

If the Government of Canada finds it worth while on the score of economics and humanity to grant $10,000 a year to the work of fighting consumption, then local newspapers will also find it worth while to devote some attention to the cost of tuberculosis to their communities in money, happiness and morals.

Newspaper Situation in Moose Jaw

THE Moose Jaw *Evening Times* had a three-column leading article in its issue of Dec. 15th, headed "Moose Jaw and the Daily Newspaper Business"—inspired by the action of its contemporary, the *News*, in ceasing to be a morning newspaper and deciding to become an evening newspaper. The *Times* asks the question—"If Moose Jaw has failed to support two daily papers, the one in the morning field, and the other in the evening, how can it be expected to support two in the one field?"

Printers as Publishers Can Make More Money

The Printer as a Manufacturer — Definite Suggestions by Which More Profitable Printing Can Be Developed

By JOHN TYPEHIGH

MANY an important factory in Canada had its beginnings as a foundry and repair shop. In its first days it subsisted on job work, which was unsolicited. Then it began to make something—a stove or an agricultural implement, for example. Then in the course of time, and inspired by a vision of bigger things, the owner or owners reached out into larger territory and set about seriously the matter of selling the factory's product. The repair shop was continued, but ceased to be the main business.

In this record of commonplace history lies an idea which many printers—indeed, the great majority of printers—have not perceived: namely, the idea of becoming manufacturers rather than mere job printers.

Just because they remain job printers, pure and simple, many printing firms have a precarious business, and when hard times come, and trade depression is general, these printing plants suffer seriously.

II

In business, the big thing is selling, not manufacturing; but with respect to individuals many find it easier and more comfortable to be manufacturers.

Manufacturing depends almost entirely for its success on a profitable market for its product; and in the history of the great majority of factories, leaving abnormal conditions out of consideration, the perplexing problem is the selling, not the making, of the product.

In the printing business this is particularly true. The actual production of work, taking things at normal, is a straight-ahead matter. The perplexing, bothersome thing is getting business to keep the plant and staff fully taxed to capacity.

A printer ought to have a product. Usually all he has is a service. A printer should become a manufacturer on his own account; turn his skill, plant, facilities and connection to account in the direction of some product which can be supplied on demand, or for which a market can be found. It is the development of this idea with which this article is concerned.

III

Many job printers have made an exceedingly feeble beginning in the direction of manufacturing. They keep on hand "To Let," "For Sale," "Furnished Rooms," and similar cards, and these they retail on demand. But with such obvious and paltry productions they stop. Why should they not turn some of their idle time, idle staff and idle equipment into producing, for example, a booklet, relating to their own town; or a booklet containing pictures of local churches; or a series of picture post cards having local views on them? For such production there is certain to be a local demand, and if good selling methods be employed, frequently orders in advance of publication can be obtained to recover all initial and production costs, plus a tidy profit.

To illustrate this: A Toronto printing firm on August 5th, 1914, the day following the declaration of war by Great Britain, decided to produce a war map. A little advance thinking and labor had produced a dummy of the map—rough enough in all conscience, but sufficient to make the idea clear. A map draughtsman had been approached and an option on his services secured—this in advance of the outbreak of war. So that when war was declared everything was ready to go ahead.

This firm of printers decided to risk $200 on producing this map. This sum would pay for draughtsman, engraver, stock and printing.

With the decision arrived at, salesmen went out to get orders for the map. In one afternoon, two insurance companies agreed to take, the one 20,000 copies, the other 10,000 copies. To news stands, department stores and others, another 10,000 were disposed of. A total net profit of over $900 was made—the greater part assured before the artist had delivered his drawings!

This printer became a manufacturer for the time being. Because he produced a good thing, with a good idea behind it, at a right time, he had orders in advance of publication more than sufficient to reimburse him for his initial investment and risk.

IV

Now for some other ideas which can be employed by printers to manufacture a product for which there will be a demand, and for which there can probably be obtained orders in advance of publication.

A good county, city or town map is greatly needed in many a community. For this many orders can be obtained in advance—on a dummy.

A good book on "Beautiful Homes for White County; How and Where to Build Them," can be prepared, and will have a sale. This book can be prepared in conjunction with a local architect, or a city architect; and can be made to carry local advertising—the advertising of local firms selling building supplies, hardware, cement, lumber, plumbing goods, paint, wall paper, furniture and furnishings, pianos; shrubbery trees and flowers; coal; land; and much else.

Such a book can be made to carry half-tone pictures of local houses of beauty and distinction.

If gone about right much "foreign" advertising can be procured for a book of this sort—the advertising of paint manufacturers, makers of brick, roofing, building materials, wall board, plumbing goods, heating systems and equipment, etc.

A book of this sort can be made to pay a profit from the beginning—from the advertising revenue, and a further profit can be obtained from the sale of individaul copies.

Another idea is the preparation of a "Who's Who in White County," illustrated with portraits. This idea can be put over, and a good sale for it obtained.

In every community there is need of a good list of names and addresses of local people, classified variously. This is something that can and should be prepared annually, and there will be a sale for every copy produced.

Another thing much needed by everybody is a list of suggested gifts—gifts for a man, gifts for a woman, gifts for an invalid, wedding gifts, birthday gifts, and so on: the bare suggestions will suffice.

For some printers there is a business of wider than local character to be done. For example, booklets for advertising purposes can be produced, for distribution by manufacturers and retailers.

Here are some suggested titles for booklets of this type:

Fashions, Past and Present.
Wall Papers—How, When and Where to use Them.
Precious Stones and Their Legends.
Making Over the Old Barn.
Pianos and Their Evolution.

The idea is to get local retailers in different towns and cities to purchase these books in lots of 500 and up, with "Distributed with the Compliments of (name of firm)" on the front cover, and an advertisement of the same firm on the back cover. That is, the body of the booklet remains the same for all.

Booklets of this type can be distributed by retailers with great advantage to them for they are instructive, lead to a greater appreciation of the thing or matter dealt with, and increase demand. They are likely to be preserved, and so their advertising value will be extended.

Also these booklets, carrying the imprint of the printer, advertise him at the other man's expense.

Let these definite suggestions suffice. If a printer has eyes to see, a mind to comprehend, a will to be shown and a courage to dare, then he needs no further direction concerning what can be produced by him.

It will be clear enough that the printer alone is not likely to be equal to every requirement of these ideas. He is not likely to be able to solicit the advertising or prepare the literary matter for these suggested publications. But he can find others more than willing to give this sort of service.

V.

The trouble with the average printer, both big and small, is that he doesn't want to take a chance.

When the war broke out an idea was taken to several Canadian printers—a portrait book, with the suggestion that they publish it on a royalty basis. Not one of them would touch it. Later, from Great Britain, came publications galore built on the identical plan of the idea submitted to Canadian printers, proving that the idea was sound and that there was money in it.

Not long ago, a publishing idea—a big idea—was taken to an important firm of printers and book-binders in Toronto. It meant the production of a set of 10 books, whose manufacturing cost would be between $2.50 and $3.00 for the set; and whose selling price, (sold by subscription) would be $20.00. The idea was declared to be sound and good, and the estimate that there could be sold annually from 2,000 to 5,000 sets, for a period of 20 years or more, was declared to be reasonable. Yet this firm turned down the idea that it should finance the undertaking; it wanted an order.

Let us look at what it would mean in money, on the basis of an annual sale of 3,000 sets for 20 years—60,000 sets in all.

EXPENDITURE

Manufacturing cost, at, say $5.00 a set.....	$ 180,000
Selling costs, say $5.00 a set.....	300,000
Royalties to authors, say, 15 cents a volume.	90,000
	$570,000

RECEIPTS

60,000 sets at $20.00 a set	$1,200,000
Leaving a net profit of	630,000

or considerably over 100 per cent.

Put it otherwise: on an average annual outlay of $28,500, there would be derived a net profit of $31,500.

This printing firm had the money to finance the enterprise. It admitted the reasonableness of probable annual sales. Yet it turned down the idea—because it had no sales organization to handle the proposition.

VI.

There you have the explanation of most failures to make more money and to do more business: the lack of an efficient selling organization. Once more we are driven back on the big truth: namely, production or manufacturing is simple and easy; the hard thing is the selling.

Yet selling is not after all a very hard part of the game of business. It is hard only to those who don't know how to sell—just as short division or fractions are hard to the lad or lass who hasn't been brought forward in his or her studies to a knowledge of short divisions or fractions. These difficulties disappear when intelligently and resolutely faced. So is it with selling. To the man untrained in the art and methods of selling, the selling problem is hard, looks hard, and remains hard; but when this same man learns how, and applies his new-found knowledge diligently and intelligently to the selling problems he encounters, difficulties yield, and success is achieved.

Printers who just wait for orders, or who do little more than hustle after business that they had nothing to do with creating, are likely to have some bad times of it when business slumps, or when competition, fair or unfair, robs them of their expectations. But printers who know how to sell will always have something to sell, even if they have to make themselves what they offer.

Again it is affirmed that printers who want more money and more business can have both by giving more than a service—namely, by producing something and selling this product of their own.

How a Publisher Sells Larger Sized Ads

One publisher of a class paper has been working a plan which keeps his magazine alive with a considerable number of full-page display advertisements. It keeps him hustling to accomplish this, of course, and success does not come in every instance, but in many cases the scheme works out admirably. This is his method:

An advertiser places say a quarter-page ad. with the publication to run for several issues. When the time seems ripe, Mr. Publisher thinks out an interesting piece of new copy, and rough sketches it on a comprehensive layout for a full-page set-up. The copy and layout is then submitted to the advertiser for consideration, and a "diplomatic" argument is ventured as to why the full page display would bring him greater returns than the quarter-page. When feasible, the copy is written to cover some important season of the year, or some affair which would be of special interest to the advertiser. If the copy and layout makes a strong appeal, and it does in not a few cases, the advertiser signs up for the increased space, and usually continues to hold it.

This publisher often follows this plan for the landing of entirely new business. Frequently, the copy and layout paves the way for him to talk to people who under other circumstances would not grant him a decent interview. The average advertiser is pleased to listen to ideas which may be the means of increasing the sales of his goods. Show him something really effective and he will not be adverse to giving it a try-out.

Certain daily newspapers go so far as to have samples of large display ads. set up for prospective space-buyers, and the proofs are often the means of securing the orders. Smaller publishers can work this method to good advantage.—*Robert F. Salade.*

Circulations Are Often Undug Gardens of Gold

Canadian Publishers Who Shun the Spade — Selling Prize Packages—Progress of the Audited Circulation Idea—Advertisers Willing to Pay Good and Plenty for What They Want

MANY a publisher in Canada is very touchy on the subject of the circulation of his newspaper or magazine. Sometimes, his stated circulation figures won't stand the light of day. In other cases the publisher feels that to ask for a verification of his declared circulation is tantamount to doubting his word and this hurts him deeply.

WHAT IS SIGNIFIED BY CIRCULATION

Circulation is a stormy word. It has no very definite, universally accepted meaning. With some it signifies the number of copies printed; with others, the number of copies actually sold or distributed; with others, it implies the number of readers.

For many years the matter of circulation didn't bulk very largely or importantly in the publishing world. This was before the days of modern advertising. Now, however, since advertising and advertisers are the mainstay of the great majority of publications, circulations are being inquired into very thoroughly by those who pay money for circulations.

The man that pays the piper has the right to call the tune. At least this is the belief of advertisers, and many publishers consent to this position. On the other hand, there are many publishers in Canada who are ready to say, when advertisers get too inquisitive and urgent—"It's none of your d—— business. We say to you that we have so-and-so circulation. That's enough."

CIRCULATION AS MERCHANDISE

The best type of publisher recognizes that his circulation is a commodity with a price-tag on it, and that it is duty and good business to put this commodity before the buyer with nothing masked, or smeared over, or otherwise concealed or made deceptive. The best type of publisher is even eager to dissect his circulation into the minutest parts, and to have every phase of it, and every claim concerning it, examined and tested. He is willing to do all this because he knows what he is selling.

Many a thoroughly honest publisher doesn't know what he is selling when he sells his circulation. All he knows is that he has so many thousands of subscriptions paid for. He doesn't know in any intimate or thorough way who his subscribers are, or their territorial distribution; and just because he doesn't know what he is selling, there are many advertisers who won't buy his goods. The number of advertisers of this class is growing all the time. This being so, it is good business—just plain horse-sense—on the part of publishers who don't know what they are selling to find out.

A FOOTWEAR PARALLEL

An advertiser illustrated this very illuminatingly by a sort of parable; or perhaps it is better to call it a parallel.

"Suppose," he said, "that a traveller went to a retailer to sell him a case of boots, containing 200 boots. What questions would the retailer ask?"

"What sort of boots are they—for men, women or children?"

"I don't know," says the salesman. "All I know is that the case holds 200 boots, and is valued at $300."

"Are they in pairs?" asks the retailer. "I don't know," says the salesman.

"What sizes are they? are they boots such as I can sell to the last pair?" asks the retailer.

"I don't know," says the salesman. "I have no particulars as to this. Let's open the case, and see."

So the case is opened, and lo, the boots are found to be in pairs, well assorted as to sizes, and good value at $3.00 per pair.

"Ah," says the retailer. "These boots are for farmers. My trade is with city folk, and with women and children chiefly. So your case of boots is of no use to me."

Now selling bulk circulation is very similar to selling that case of boots before its contents were ascertained—a good deal of a gamble on the part of the buyer.

True, a farm paper is obviously read by farmers, but there are different varieties of farming—mixed farming, dairy farming, stock-farming, fruit farming, grain farming. The advertiser makes, say, a milking machine,—bought, manifestly, by farmers. But is the 30,000 circulation of *The Prairie Agriculturist* a good buy at $2.10 an inch? How does it compare as a profitable buy, with *The Ontario Dairyman* with 20,000 circulation at $1.68 an inch?

Thus it will be seen that the space-buyer has a right to ask the publisher to define his circulation as to its distribution, class of farmers subscribing, and other particulars, when the publisher solicits him to buy space.

A DAILY'S CIRCULATION

Or take the case of a daily published in a metropolitan city, having, let us say, 100,000 circulation, for which a minimum rate of 7½c. is charged. Suppose, too, that the advertiser is a high-class furrier doing both local and mail-order business. This advertiser must know a great deal about this daily's circulation before he can decide whether it is likely to be a profitable medium at its price. Is this circulation high-class? Does it have any adequate circulation in the high-rent residential districts? What is its out-of-town circulation, and where?

Clearly, these are essential questions which the publisher in all probability is ready to answer freely, honestly and satisfactorily.

CIRCULATION AS AFFECTED BY POLICY

The editorial policy or the editorial character of a medium has relation to circulation. Thus a daily newspaper may have a strong financial page, or may be bought for its market reports, or may have a sports' page of preeminent interest; or it may appeal to the literary or artistic element in its community. The real estate notes and news in one paper may be better than any other medium's published in the same city. Or the features of feminine appeal in a newspaper may give it high favor among women—perhaps among women of social prominence, good buyers of apparel. On the other hand, some papers are known as men's papers.

These ways of looking at circulation make it clear that to state mere quantity or bulk circulation is not nearly enough for the astute buyer of space.

THE SITUATION IN CANADA

In Canada the whole matter of circulations is one of very live interest and concern. This is due partly to the work being done by the Audit Bureau of Circulations of Chicago—an organization of international scope; and partly to what the Canadian Press Association did prior to

its last annual meeting and on that occasion; but mainly to what is being done by the Association of Canadian Advertisers.

This body is acquiring fresh strength monthly, and its requests for analyzed circulation statements from Canadian publishers have been insistent and persistent.

The responses have been instructive. Some publishers "come across" cheerfully and satisfactorily; some grouch and protest that to give the information desired in the manner desired will cost them hundreds of dollars to provide. Some "get on their ear," declaring it to be an affront to be asked to give detailed circulation statements, implying, so they say, that the request for such information is equivalent to doubting the figures of gross circulation given. Some are saucy; some evasive; some argumentative.

THE ASSOCIATION OF CANADIAN ADVERTISERS

The great majority of publishers recognize that the Association of Canadian Advertisers pays the piper and so has a right to call the tune; but many dislike greatly to be asked to take the trouble of rolling over in their beds.

The Association of Canadian Advertisers in the beginning was inclined to insist that circulation statements should be made out on its own forms, which forms, while closely approximating those of the A.B.C., were yet different enough to make them troublesome to A.B.C. members. However, the A.C.A. has indicated that A.B.C. statements will be accepted as satisfactory.

CIRCULATION AUDITS A GOOD THING

Circulation analyses and audits, when the audit is made by a highly trained auditor according to requirements which have been found in practice to be essential and thorough, are productive of great good to all concerned. To the honest publisher the results are most beneficial. Thus is he shown where his circulation is weak and where it is strong, and how feebleness can be corrected. Thus is revealed to him the absolute value of his circulation, and with this knowledge he is in a far stronger position than before to sell his circulation,—that is, if it is worth the price asked. Many a publisher in the United States and Canada who shied at having his circulation audited by an A.B.C. auditor, because of the cost involved, has declared after the audit was made that the cost of the audit was about the best investment he ever made. But it is hard to "sell" this idea beforehand.

In the United States the largest and most successful publishers take enormous trouble, and go to very heavy expense analyzing their circulation and in giving publicity to their findings. They go miles farther than the average Canadian publisher has ever dreamed of going. They enter many a sphere of enquiry not yet conceived of by the average Canadian publisher. And they do all this excessive labor because they get exceedingly well paid for it—by advertisers.

ADVERTISERS PAY THE SHOT

Here's the point: advertisers are more than willing to pay the piper. They are not shirking paying the publisher his just demands. They are even eager to pay good fat dollars for every worth-while service the publisher renders them. All they ask is that the publishers will earn the money they receive from advertisers.

A publisher who goes to great trouble and expense to have his circulation thoroughly analyzed; who spends much money to improve the quality and quantity of his circulation; and who develops his circulation in directions valuable to advertisers, debits advertisers with all these outlays; and the advertisers will pay the bills cheerfully. As a matter of fact the publisher can keep on collecting this bill from the same advertisers and from new ones year after year

This is the great reason why Canadian publishers should go to all sorts of trouble to furnish satisfactory circulation statements to advertisers; namely, they get jolly well paid for it all. The amusing thing—the singular thing—is that advertisers are actually begging publishers to pick their pockets, and about 75 per cent. of the publishers are refusing to take advantage of their opportunity and of the invitation.

* * * *

PRINTER AND PUBLISHER commends these reflections to its publisher readers and urges them to take the trouble and spend the money necessary to get their circulation analyzed and improved, and to receive with a welcome the prods and pricks of the A.B.C., the A.C.A., the C.P.A., and all other X.Y.Z. organizations devoured by a lust for circulation knowledge; and then to collect from these troublemakers the bill of charges several times over.

Free Publicity

THERE are none so dense as those who will not see. We have repeatedly tried to impress upon people that a newspaper is not a philanthropic institution, existing for the purpose of giving away its stock-in-trade—white space—but to sell it. And yet we are constantly badgered with requests from all quarters for space for a hundred and one purposes. Governments, advertising agencies, picture film manufacturers, company promoters, churches, mothers' meetings, etc., etc., etc., all do their share in bestowing these requests upon us. Many find their way to the wastepaper basket, others receive a stinging rebuke in being asked to send along some of the goods they are selling free of charge in return for the space if they really want it so badly, while others are referred to the Canadian Press Association to receive another kind of publicity, which needless to remark, is not of the kind that these nervy firms desire.

Here's an instance: The Pathé films thought we would be pleased to run news of their films. They thought "advanced" editors would like this for the benefit of people who patronize the picture shows. We told Pathé films that when they start showing their films in Estevan free of charge we would start giving them their advertising free of charge. As the danger is not very great of their doing this, we were bold enough to make them this offer. It has not been accepted. On the side we might say that publishers are advanced enough to realize that they cannot live on air and free publicity. Others who contemplate asking us for free publicity kindly take notice.

We are not selfish or ungenerous, but merely protecting ourselves against the imposition of people who would take free advertising in the reading columns of the newspaper and avoid paying for advertising space. This may or may not be an ideal, but when it comes to using newspaper space to financially benefit somebody else, the newspaper wants its share. Our ideal of a newspaper is to get paid for every inch of advertising space sold, not to give it away and count the cost afterwards. —Estevan *Progress.*

The Kansas Editor

FROM the Department of Journalism, University of Kansas, Lawrence, comes No. 1, of Vol. III. of *The Kansas Editor*, "a monthly journal of information and entertainment for the Kansas newspaper fraternity."

Typographically *The Kansas Editor* is very pleasing; as a news medium relating to the Kansas field, satisfying; and as a vehichle of views and journalistic expression worthy.

St. Lawrence River Counties Press Association

THE THIRD annual meeting of the St. Lawrence River Counties Press Association was held in Brockville with the following delegates present:

W. Gibbens, Cornwall *Standard.*
C. W. Young, Cornwall *Freeholder.*
J. G. Elliott, Kingston *Whig.*
B. O. Britton, Gananoque *Reporter.*
J. A. Thompson, Gananoque *Journal.*
W. J. Moore, M. Franklin, T. W. Major, Brockville *Recorder.*
E. J. Payson, A. G. Davie, F. McGarrigle, Brockville *Times.*

W. E. Smallfield, of the Renfrew *Mercury,* president of the Canadian Press Association, was present by invitation, and favored the conference with interesting and instructive details of the work of the parent organization.

The election of officers resulted in the following being selected for the ensuing year:

President—W. Gibbens, of Cornwall.
Vice-President—J. G. Elliott, Kingston.
Secretary-Treasurer—W. J. Moore, Brockville.
Executive Committee—E. J. Payson, Brockville; C. W. Young, Cornwall; B. O. Britton, Gananoque.

The business programme included a discussion upon "The need of increasing subscription rates," introduced by W. E. Smallfield.

"The Editorial Column," introduced by A. G. Davie.

Plain Talk Section, "What more can the Canadian Press Association do for the press of Canada," led by President Smallfield.

The conference was one of great interest and value to the newspaper men present, and the information and advice of President Smallfield, of the Canadian Press Association, was very helpful and greatly appreciated.

The next meeting of the association will be held at Gananoque in March.

Oshawa Vindicator for Sale

AN ANNOUNCEMENT as follows appeared as an advertisement in the public press: The publishers of the Oshawa *Vindicator,* an old established paper in the town of Oshawa, by reason of the resignation of its late managing director, W. J. Watson, Esq., who has entered the services of the Government, offer for sale the valuable plant, good-will, subscription list, book accounts and job printing business as a going concern. This sale furnishes one of the finest opportunities to newspaper men in the Province of Ontario, as the paper is one of the oldest in Ontario, having been continuously published weekly since the year 1854.

Mr. John M. Imrie

JOHN M. IMRIE, manager of the Canadian Press Association, underwent a serious operation in St. Vincent Hospital, New York, necessary to a more rapid and complete recovery from the illness that compelled him to take a prolonged rest. The operation was successful, and Mr. Imrie's recovery has been rapid.

Mr. Imrie returned to Toronto in time for Christmas, and will continue to reside in Fergus pending a complete recovery. It will be probably some months before he finds himself entirely recovered.

Thomas E. Walsh

ON young men, older men in the publishing world must rely for enthusiasm and progress, for youth is ambitions, and has a lusty strength, optimism and faith not found in many men after they pass the line of two score years; or, say, two score years and ten.

Among the strong young men in the publishing world in Canada, is Thos. E. Walsh, assistant to the advertising manager of the London *Advertiser.* Mr. Walsh is nothing if not energetic and enthusiastic, and as a getter of business he is held in very high esteem by his employers.



THOS. E. WALSH
Assistant to the Advertising Manager *The Advertiser,* London a young man who is making his mark by the force of his own energy and genius.

Mr. Walsh started in the newspaper business some years ago under the late John Cameron, editor of the *Advertiser.* Later he resigned or was "fired"—he is not just sure which, but subsequently, about seven years ago, he returned to his early love and became a cub reporter on the London *Free Press.* He worked up to the city editor's desk, but was tempted to do special advertising work on the *Advertiser.* This was three years ago.

The selling side of publishing has appealed to Mr. Walsh more than the editorial side, and he has "made good" with a vengeance. He has some satisfaction in the knowledge that his desk is one formerly used by his old chief, the late Mr. Cameron.

Mr. Walsh has contributed to the columns of the *Advertiser* numerous advertisements of a style and quality distinctively his own. One of these entitled "I am a Moulder of Fortunes," has been copied into a number of American publications—surely a tribute of a sincere kind.

The top rung of the ladder of advancement has not yet been reached by Mr. Walsh, but his face is set towards it, and every fibre of his body and brain tense in an effort to mount higher—by merit.

Competitions for Estimators and Compositors

Estimating on a 16-Page Leaflet—Clothing a Salesman in the Form of Printed Matter — The Advantages of Participation

Estimating Competition No. 2

RECENTLY PRINTER AND PUBLISHER published the results of a modest estimating competition in which only 8 persons participated. The winner was a young woman, estimator in the service of a widely known firm of Toronto printers.

Analyzed or detailed estimates were asked for. The estimates submitted showed startlingly how far apart printers are in their ideas as to what should be quoted on simple jobs. Some charged far too much; some far too little.

The gain to those who take part in competitions of this sort is that it puts them on their mettle and reveals just how and where they fall down; or, on the other hand, how capable they are in fair and profitable estimating.

PRINTER AND PUBLISHER herewith announces a second competition. The job to be estimated on is a very simple one—not a single complex feature about it. Here are the

PARTICULARS

Robert Weston & Co. are about to issue a 16-page leaflet whose page size is 3¼ inches x 5½ inches. They will print this on a primrose bond stock, costing wholesale 10c a lb., using a 16 pound paper. Brown ink will be used.

The first page will have a 3-line type heading; occupying a space 1½ inches deep. The back page will be occupied by a displayed advertisement of R. Weston & Co.

The remaining space will be occupied by straight reading matter set in 8 point, 15 ems wide, divided into five sections or chapters. Pages 2 to 15 inclusive will have a running title, cut off by a rule.

There will be no cuts. Job in one color. Double wire-stitched.

Quote separately for the first 1,000 and for additional thousands printed at same time.

With respect to the estimate for first thousand, give it in detail—stock, composition, presswork, etc., etc.

PLEASE NOTE

Estimates must be received not later than January 25th.

The results will be announced in our March issue. Names of those submitting estimates will not be disclosed, except in the case of the honor entrant.

Address as follows:

PRINTER AND PUBLISHER,
Estimating Competition,
143 University Ave., Toronto.

Compositors' Competition

HEREWITH is announced competition for compositors—a competition designed to test the extent of the development of their typographic and selling sense and skill.

William Black & Son are retail boot and shoe dealers in Masseton, Manitoba. They have decided to issue something or other monthly, for mailing to customers or desired customers, or enclosing with parcels.

The message which they wish to issue as a starter is as follows:

NINE THOUSAND HUMAN FEET

Draw a circle of a ten-mile radius, with our store as the centre, and you'll find just about 4,500 human beings, each of whom has two feet; or 9,000 feet in all.

If it fell to our lot to supply on an average of two pairs of boots a year to these 4,500 persons, it would mean 9,000 pairs.

Assuming that we are open 300 days a year, this would mean selling an average of 30 pairs of boots a day.

This would mean an average of three pairs an hour, or one pair every 20 minutes—this to show stock, fit the customer, tie up the parcel, receive the money, and make out the bill.

There are three of us ready to serve you. So it works down to about one pair per hour.

So you see that if you keep us at it all day and every day, you won't be hurrying us.

However, it does not take an hour to sell a pair of boots. This means we have time on our hands. This time on our hands we would like to turn into boots on your feet.

This is our message to you this month. Next month we'll talk less about your feet and our time, and more about the boots you ought to wear and from whom you ought to get them.

IT IS UP TO YOU

If William Black said to you:—"Printer, here's what I want to say this month. I am going to leave it to you to put this message into type. Do the very best you can. Use your own judgment. Use two colors if you like. Now go ahead. . . . ."

Decisions will be announced in PRINTER AND PUBLISHER for March, and illustrations of the best work submitted shown.

Closing date of Competition is January 25th.

Address your entry as follows:

PRINTER AND PUBLISHER,
Compositors' Competition,
143 University Ave., Toronto.

* * * *

When you set up the job take the idea to some local boot and shoe dealer, and persuade him to give you an order for 1,000 or so, adapted to suit his case. When you get the whole matter in definite shape, so that the retailer can actually see and feel the idea, it is ever so much easier to sell him.

So it may turn out that you'll "start something" for yourself—get an idea going that will get you a similar job every month for a year.

Never venture, never win.

Correction---Winnipeg

IN the symposium of opinions from western newspaper men in the December issue of PRINTER AND PUBLISHER, Mr. V. R. Lyman, Jr., was erroneously stated to be the advertising manager of the *Manitoba Free Press.*

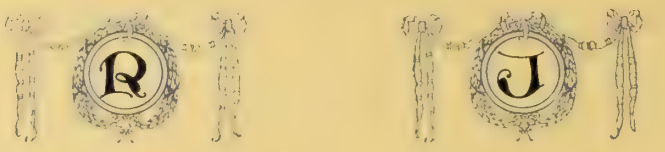
Mr. Lyman is advertising manager of the Winnipeg *Telegram.*

To both Mr. Lyman and Mr. Hoover, advertising manager of the *Manitoba Free Press,* PRINTER AND PUBLISHER expresses its regret for the error made.

Appreciation

Oh, God! I pray Thee make me rich! Rich in that rarest of Heaven-loaned gifts to man: the precious power, the littlest good, in others to see, to sense, and, sensing, voice appreciation; expressing such, fresh oxygen create to fan to finer flame the fires of that other's impetus to greater good!

By Chauncey M'Govern



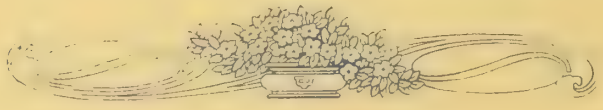
Spring Announcement

THE nineteen hundred and sixteen styles in Randall & Johnston's Men's Clothing are ready for your inspection, and we beg to announce the departure of our travellers, one of whom is now leaving with samples for your territory.

Our range this year is excellent and we look forward with confidence to a satisfactory season's selling from your stores in "Made - in - Canada" clothes.

We thank you for your usual courteous treatment of our representative.

RANDALL & JOHNSTON
TORONTO : CANADA



ANNOUNCEMENT—Note the dainty Spring-like decoration.

ANNUAL REPORT *of*
ST. ANDREW'S CHURCH
PAKENHAM, ONT.

AND

ZION CHURCH
CEDAR HILL, ONT.



YEAR ENDING DECEMBER THIRTY-FIRST
NINETEEN-FIFTEEN

REPORT COVER PAGE—Showing a more simple and harmonizing effect than the original reproduced on another page.

THE YARMOUTH HERALD CIRCULATION

ESTABLISHED IN THE YEAR 1833
YARMOUTH, NOVA SCOTIA

As many claims are made by newspapers regarding their circulation, The Herald begs to state that it has the largest number of subscribers and prints more copies every issue than any other paper in the Province west of Halifax. ¶ This is a plain statement of actual facts and cannot truthfully be contradicted. Advertisers will do well in their own interests when placing their announcements to note the above: Advertise in The Herald and reach the people.

(ENVELOPE FILLER) See original on another page.

FOR FIRST-CLASS SHOE REPAIRING

I RESPECTFULLY wish to inform you that I would esteem it a favor if you would allow me to do a Sample of Shoe Repairing for you.

Go to F. A. FRANKLIN
RICHMOND HILL

New Shoes Made-to-Order
ALL OUR WORK GUARANTEED

F. A. FRANKLIN : RICHMOND HILL
SOUTH END OF TOWN

(BLOTTER) See original on another page.

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

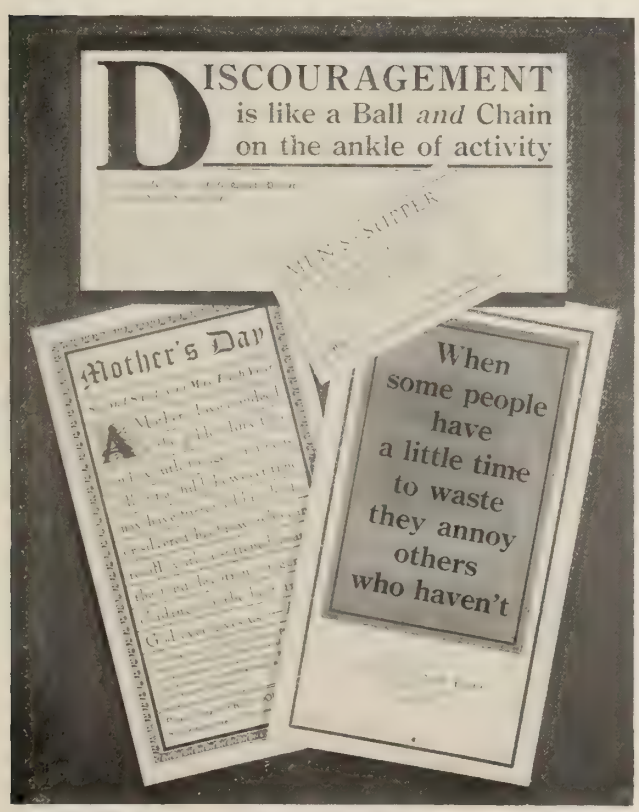
FOR the year we are just entering upon we hope to make PRINTER AND PUBLISHER an even more practical and interesting magazine, for the journeyman printer and apprentice. But to do this, we must to a certain extent have the co-operation of the men and boys at the case.

We want you to send your specimens of every-day work to this department for review, remembering that it is not the work of one man or a few that is most instructive; but the work of many.

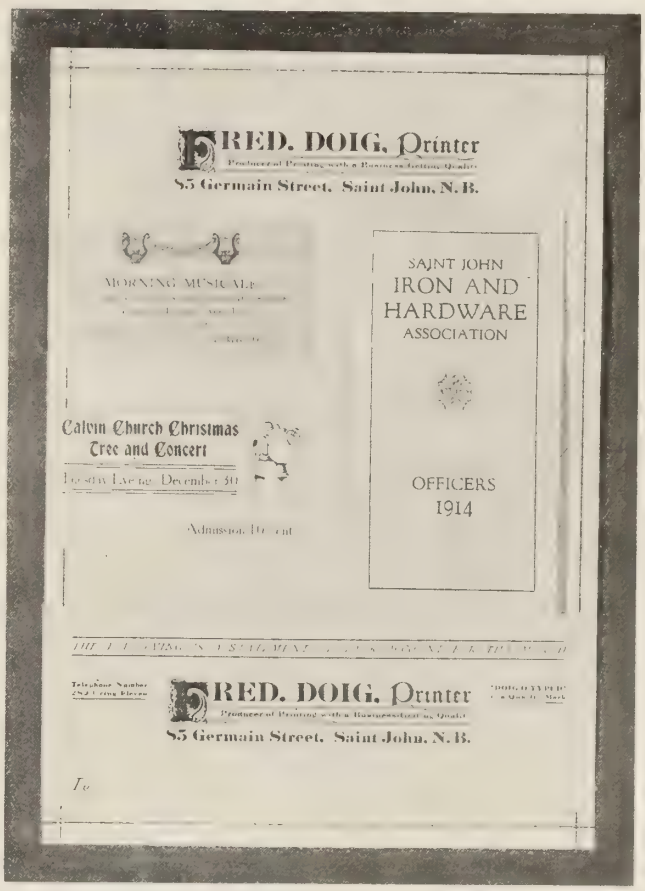
It is not possible to review each job sent in individually, but where examples have particular merit, they will be reproduced and commented upon; and those lacking many of the essentials of good typography will likewise be reproduced, with a suggested re-setting for the special benefit of the composer of the original, and also for those men who find inspiration in the review of the work of others.

We are grateful to those who have been continuous contributors to this department, the work of several of whom has attained a high standard in the opinion of our American contemporary magazines; and we trust they will continue to favor us with their productions.

We hope the few changes in the style of our magazine this month will be pleasing to all, for by this and other plans we hope to make a publication from which you will derive inspirative suggestions and pleasure.



Artistic typography by Fred. Doig, St. John. The most careful attention appears to be given to every piece of printing produced by this printer.



Simplicity of design and well selected color combinations characterize the work of Fred. Doig, St. John

FRED DOIG, St. John.—We are certainly delighted to view such an interesting group of specimens as those of Fred Doig, St. John. The careful manner in which each job has been set and printed, leaves no opportunity for suggestion. Mr. Doig terms himself as a "Producer of Printing with a Business-Getting Quality"—and it is almost sure that such work as here reproduced will give any business man confidence in placing his order for printing with this printer.

Note the uniformity of his stationery in the accompanying reproduction, which was printed in a dark brown and orange on white stock; the perfect balance and harmony of type and decoration on the musicale ticket; the simple and dignified cover of the Hardware Association in capitals; and the season-suggestive ticket for the Calvin church concert.



A miniature reproduction of a recruiting poster, by Southam Press, Montreal, printed in several colors.

We hope to receive more of Mr. Doig's productions in the near future.

The AMBASSADOR AND LITERARY DIGEST.—This is the title of a house organ published by the Niagara Paper Mills, Lockport. It is interesting throughout, and is attractively printed in orange and green on a light green antique stock.

MR. V. A. PETTYPIECE.—The Forest *Free Press*: The stock certificate produced by you for the Farmers' Loan Company, has numerous defects. The bold condensed letter used is too widely spaced on both the stub and certificate; the dotted rule is a trifle low, and punctuation marks should have been omitted at the end of display lines. There has been too little impression, and too much ink on the job, which shows up light spots on the bold type and border.

Your letter sheet is printed too close to the top and the centre italic group does not line up on the left. A more pleasing effect would be obtained by setting "Established 1899" smaller in the centre; making three lines of the balance, omitting the rule and setting the name smaller.

BROCKVILLE TIMES PRINTING COMPANY.—This firm has sent out a portfolio of letter heads, accompanied by a typewritten letter. The idea should prove a business-getter; but more careful presswork, together with lowering the designs a trifle, would greatly improve. The *Times* heading shows excessive spacing and poor alignment of type where combinations are used. It also shows four different faces of type, which is quite unnecessary. The sheet would have shown marked improvement had the centre group been lowered quarter of an inch.

S. R. ALGER, Tweed *News*.—Your circular for A. C. Barnett is very attractive and suggestive of the season's requirements. The green would have been better a trifle darker, especially to give more legibility to the smaller type. The rules above the trade mark of Quaker Flour seem unnecessary, as they do not emphasize and are not required to separate articles.

Business Card Competition

It will be recalled that in the November issue of PRINTER AND PUBLISHER a business card competition was announced. The mere facts or essentials of the text were provided, and it was left to the competitor to handle this material according to his own judgment.

The entrants in this competition were pleasingly numerous, and the work submitted, taken all round, extremely creditable. The following note on each of the illustrated examples will be read with interest, and it is hoped with profit by many.



Designed by Harry W. Leggett, Ottawa. Awarded First Prize in the Business Card Contest. Border in both cases was printed in grey tint, initial "M" in orange, and balance of type in black.

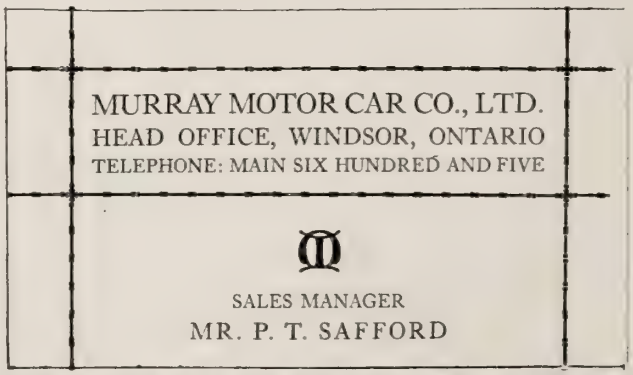
Harry Leggett, the winner of the business card contest, has produced a card that is really distinctive and attractive. Though printed in three colors, which is more elaborate than is customary, we believe any progressive firm would be willing to pay the additional cost of the second or third color,

MODERN RESULT-GETTING, CLEAN, APPROVED METHODS

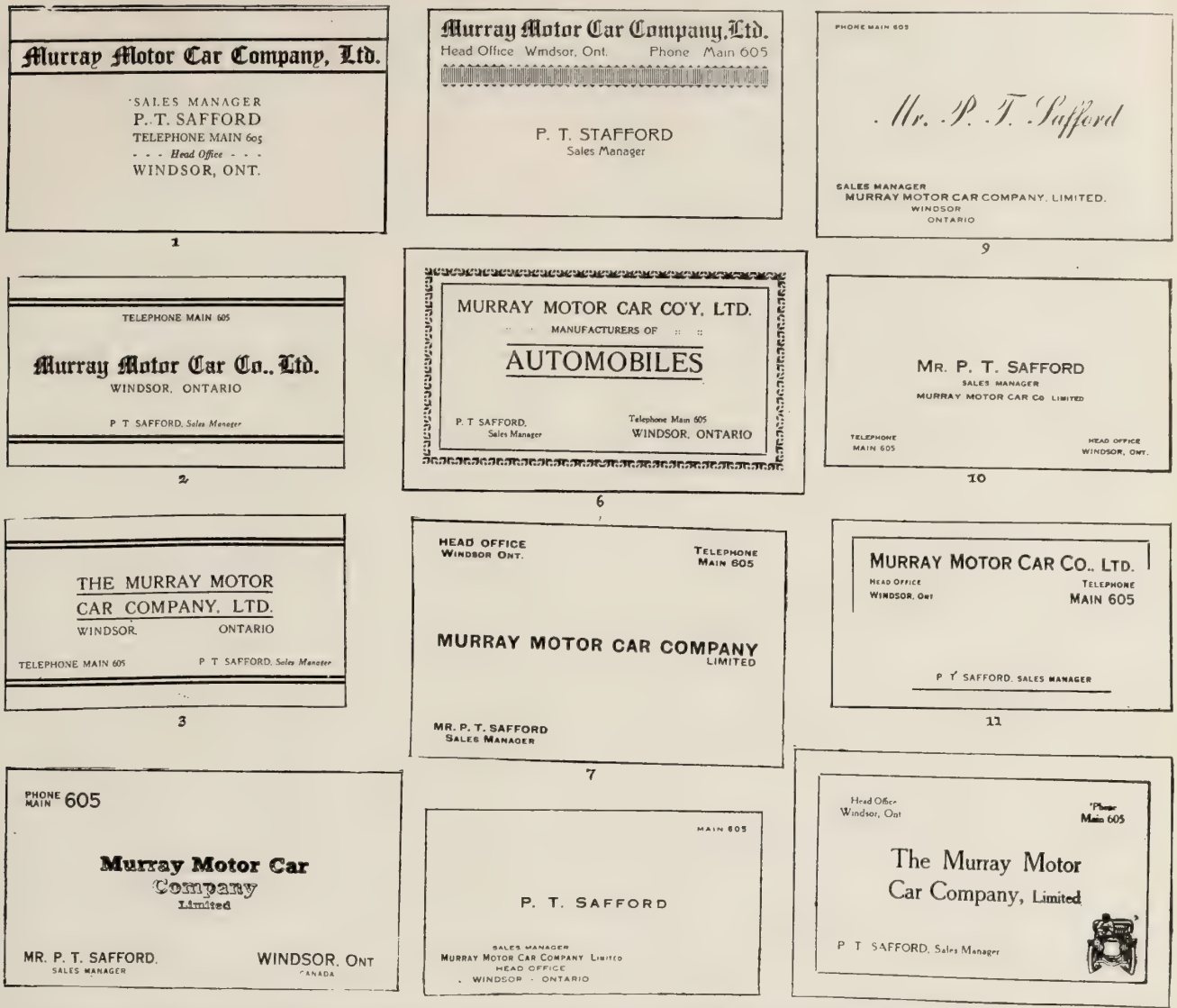
JOHN S. SCOTT
SPECIALIST IN NEWSPAPER
Circulation Building
343 CRAWFORD ST., TORONTO, CAN.

Business card produced by R. A. W. Jarvis, Newcastle, N.B.—original in two colors. Notable for good judgment in the handling of text. Card is neat and has a "punch."

Note:—By an error, this card was credited last month to another printer. To Mr. Jarvis, *Printer and Publisher* extends its apologies and regrets.



A card submitted by Axel Edw. Sahlin, East Aurora. The panel border and "M" were in orange, balance in black. This is an example of perfect harmony and balance, and was in close competition for 1st place.



Business card treatments submitted in connection with the competition announced in the November issue of *Printer and Publisher*. See critical notes in accompanying article. No significance attaches to the order in which these cards are arranged.

to get such a card as this art printer has submitted. The border was printed in gray tint, monogram in orange, and balance in black.

Mr. Leggett has a high reputation as a typographical designer, and aside from being a clerk in the Department of Interior, Ottawa, has designed and lettered some interesting pieces of printing for that Department.

Axel Edward Sahlin's entry comes next to the winner. The border was printed in orange with the initial "M," and the type in black. It is what one might term, perfect balance and tone harmony, but yet lacking that distinctiveness so evident in the winning design. Mr. Sahlin has been a winner in many contests, and we hope to see his entries in future contests conducted by PRINTER AND PUBLISHER.

NOTES ON CARDS SHOWN IN ABOVE ILLUSTRATION

No. 1. This card came close to being a good one, being simple in design and well balanced, but on the right side of the centre group is poor alignment owing to the point after "Ont.," the lightness of the hyphen and the "605" overhanging. The main line would have been better a trifle shorter, also.

No. 2. Here is a well-planned card, but the rules are somewhat heavy, owing to the orange color they were printed in causing them to be forced upon the eye. A light tint would have been an improvement.

No. 3. This card has the same defect as the one above; the prominence of cross rules; and the underlines rather detract from the type. These two were apparently the work of the same compositor.

No. 4. Unnecessary prominence is given to the phone number here. The centre group is pleasing, but a size smaller for the gothics would have greatly improved the appearance. As it is now the corner groups somewhat overshadow the firm name.

No. 5. This design is printed too close to the top and sides and the heavy band printed in black with the type is too prominent.

No. 6. The border and rules on this card in orange are too strong. The colors are of no value, as they are not heavy enough to make a square-up. The second two lines were an addition to the given copy and the words "Head office" were omitted. The name of the car should have preference in display to the word automobiles.

No. 7. The type in this design is too heavy, and the word "Limited" is too crowded to the main line. The sizes in upper left-hand group would have been better reversed, so the place of business would stand out more.

No. 8. The large group at the bottom gives too much weight, and it is almost certain that this firm would want the name of their car to have prominence over Mr. Safford.

No. 9. Excessive prominence is given Mr. Safford here as in the previous design, and the group in the lower corner has too crowded an appearance. This could have been over-

ANNUAL REPORT

- OF -

St. Andrew's Church,

Pakenham, Ont.

- AND -

Zion Church,

Cedar Hill, Ont.

Year Ending December Thirty-First,
Nineteen Hundred and Fourteen.

A design where the border stands out more prominently than the type, and shows lack of harmony with the type. The whole group has a spread-out appearance. See the reset design, which shows a more readable group, by reason of closer spacing.

come by centring "Sales Manager," and "Windsor, Ont." in one line.

No. 10. Simple in design and well balanced, but like the two previous cards, it fails to place the article manufactured before the prospective buyer, in preferenec to Mr. Safford.

No. 11. The automobile illustration printed in a light green, as a background, is too large for the card, and the place of business should have been more prominent than the phone number.

No. 12. This card is neat but there are too many spots of interest. The tint marked within the rule had a good effect, and we regret we are unable to show it here. By placing the type now in upper corners under centre group in two lines and decreasing space between two main lines, and raising the whole design, we believe this card would be very pleasing.

THE YARMOUTH HERALD

ESTABLISHED IN THE YEAR EIGHTEEN HUNDRED AND THIRTY-THREE

YARMOUTH : : : : : NOVA SCOTIA

CIRCULATION AS many claims are made by newspapers regarding their circulation, the Herald begs to state that it has the largest number of subscribers and prints more copies every issue than any other paper in the Province west of Halifax. ¶ This is a plain statement of actual facts and cannot be truthfully contradicted. Advertisers will do well in their own interests when placing their announcements to note the above. Advertise in the Herald and reach the people.

This envelope insert shows lack of balance by reason of the lower group being a wider measure than the upper. The heavy underline also forces unnecessary attention. See reset design.

Take an Inventory

ALL up-to-date printers take stock of their plants at least once a year, but all printers are admittedly not up-to-date.

In many large offices the stockman keeps tab of everything and keeps a sort of permanent inventory for ready reference at all times. But there are a large number of easy going, or easy standing, printers who neglect their best interests by neglecting to keep tab on their possessions and the values attached thereto.

For First Class Shoe Repairing
Go To F. A. FRANKLIN, Richmond Hill

I respectfully wish to inform you that I would esteem it a favor if you would allow me to do a . . Sample of Shoe Repairing for You . .

New Shoes Made to Order - All Our Work Guaranteed

F. A. Franklin = Richmond Hill
- - - SOUTH END OF TOWN - - -

A design where border rules and spots detract from the type. See reset design, which is in a more simplified style.

Most printing plants grow up or are built up; seldom is a full-fledged establishment hatched within a short period. The presses, types, cases, stones, etc., with which the average plant started, have been discarded probably and still occupy valuable floor space. In no manufacturing industry does junk accumulate so rapidly as in a printing plant. Hence the importance of an overhauling, so that useless type and other material may be disposed of to advantage.

In other lines of industry shelf goods can be marketed at a discount; this is impossible in printing. Usually discarded material is only fit for the junk pile and the sooner this point is recognized the better for all concerned.

Besides, a perfect knowledge of the resources of one's plant is worth while, independent of any values tied up therein. There is no printing plant anywhere but could use more modern material and one of the best ways to secure this is to dispose of the useless or discarded stuff that accumulates in spite of every care.

The making of an inventory has a dozen points in its favor and not a single argument can be raised against it. Let every printer learn the present value of his own plant before the close of January, 1916.—*Ben Franklin Monthly.*

"Leaded" and "Solid" Composition

THE question has been raised as to the difference in cost between "leaded" and "solid" composition on the linotype. Some printers want to pay for leaded matter as though it were solid, that is, making a deduction for the extra point or two points cast on the slug for leaded matter.

If the printer does not want to pay for the accommodation of having the leads cast on the slug let him order his matter set solid and lead it out by hand. Then by the time he has removed the leads (again by hand) and discovers how their usefulness has been destroyed he will admit the lack of economy of the method, and cheerfully pay the linotyper for doing this work for him.

Good Grey Matter in the Publishing Business

Canadian Publishers and Their Triumphs—Christmas Issues — Turning Time and Occasions into Money—Energy and Ardor Conquer Conditions

CANADIAN publishers and their advertising managers in many a town and city are "cashing in" on their genius and enterprise, and on the willingness of advertisers to spend money when solicited the right way, or on a good idea, or for a good medium on a good occasion.

Hundreds of thousands of dollars in the aggregate are waiting for Canadian publishers to go and ask for it; but this money, like a maiden, likes to be courted. Advertisers are of this mind: if the publisher doesn't ask for the money, the inference is that he doesn't want it. And so the would-be advertiser keeps his money or else gives it to others who go coaxing it from him.

Even a poor, faltering, whispering solicitor is better than a dumb, inert advertising manager or publisher who never asks for business and who waits for business to go to him.

Now for some notes on the achievements that were the result of brain, tongue and legs working together:

The Farmers' Advocate, London: Celebrates its 50th year of existence, and makes the occasion synchronize with its customary Christmas issue. The Christmas issues of *The Farmers' Advocate* are always notable for their cover design, contents, illustrations and advertising. This year, as for several years past, the cover design is by Norman Price, a distinguished Canadian-born artist whose work is always characterized by fine feeling, historical accuracy, and masterly draughtsmanship. This year's Christmas issue contains a contributed sketch of William Weld, the founder of *The Advocate*.

The Tweed *News:* S. R. Alger, the publisher, is a man of energy and ambition; and he believes in going after the unpossessed. In the issue of his paper for Dec. 9th, are over two pages of special Christmas advertising. In the beginning Mr. Alger had set himself a mark of one page; as progress was made, the mark was raised higher.

This is the common experience. The great thing is to make a beginning. Initiative breeds initiative. Once a beginning is made, the rest is comparatively simple and easy. It is the first step which costs.

Tweed is not a big place. It has less advantages than many another place of equal population. What a Tweed publisher has done other publishers can do.

The Times-Journal, Fort William: A Grain Handling Edition: 3 sections, 26 pages in all. Excellent letter press gave special interest and value to this edition. On the advertising side, much elevator advertising was carried—in page and half-page spaces, and the advertising of grain brokers, and millers. Presumably this edition was given special extra distribution, for it revealed graphically and most impressively the fact that Fort William is a very important grain centre.

Enterprise of this sort is laudable. Towns and cities need to be interpreted to themselves and to outsiders, and special issues of newspapers which portray adequately and worthily local industries, advantages and features perform a real service.

If any publisher plans an issue of this sort he ought to go about the whole matter thoroughly and unhurriedly. Sometimes the enthusiasm of a new idea carries its author off his feet and the idea is "sprung" prematurely—before its best element has been properly developed. Time is required for the performance of the best work, and attempts to cheat time bring about a proper punishment.

The Maple Leaf, Port Dover: A Christmas number. Cover in three-color process work, 20 pages. Advertisements in abundance, some occupying full pages. From a reader's point of view, too much advertising; from the proprietor's point of view, lovely.

Regina *Leader:* A Christmas Shopping Edition. A 32-page edition. First page introduced by full page illustration, mortised to contain special message. Two-colors on this page. In the 16 pages in the Special Christmas Section a great many advertisements, usually occupying spaces of good size.

All told this special edition carried 136 columns of paid advertising. A year ago, in a similar edition, only 90 columns of paid advertising were carried. So that this year, the gain is over 50 per cent. This fact is a tribute to the wonderfully improved business conditions in Regina and throughout the greater part of Saskatchewan; and to the energy of Mr. Tyndall, the advertising manager.

This edition gives evidence of being carefully planned, and planned and canvassed well in advance of publication.

The *British Whig, Kingston*: a 40-page issue, containing six sections, one a pictorial feature; the others special Christmas reading and pictures. Advertising in large space and in great abundance told clearly of cash received and of extra energy and enterprise.

The Hamilton *Spectator*: 48-page issue. Motor car advertising in page spaces a very notable feature. The Christmas season strongly featured. Excellent, Mr. Allan.

The Hamilton *Herald*: 36 pages. Contained a wealth of advertising and of special letter press sounding the Christmas note. Freely illustrated. A most creditable issue.

The Hamilton *Daily Times*: 40 pages. Sections in 1, 2, and 3 colors. Very attractive. Much interesting reading matter of Christmas appeal. Pages embellished by special borders, headings and illustrations. An issue certain to have been enjoyed by readers, and probably mailed by many to friends afar.

Manitoba Free Press, Winnipeg: Special Christmas section. Special features were "Stories contributed by western writers," and a symposium of trade opinion, by Winnipeg merchants, under the caption: "Are Winnipeg Merchants Down-Hearted? No!"

Two and four-page supplements of coated stock, in two colors, beautifully printed and illustrated with half-tones in one and two colors, pictures of compelling appeal, some of page size, were issued as Christmas features by the *Express*, Beaverton, Ont.; the *Independent*, Biggar, Sask.; the *Voice*, Winnipeg; the *Gazette*, Chatham, N.B. PRINTER AND PUBLISHER compliments these papers on their enterprise and right sensing of what their readers will appreciate.

The Kingston *Standard*: In commemoration of its hundred and fifth anniversary The Kingston *Standard* gave its readers a newspaper in five sections and forty pages which would do credit to any of the largest metropolitan dailies. The first section of eight pages carries half-tone illustrations of scenes from the conflict in Europe, in addi-

tion to a generaous supply of advertising. Another section contains a magazine department and every feature of the news of the day is thoroughly covered. The entire publication is a credit to the city of Kingston, the publishers, the editors, compositors and pressmen who were responsible for it.

The Calgary *News-Telegram*: A page of grocers' and provisioners' advertising; surrounded by a border of turkeys and plum puddings. An idea successfully "put across."

Christmas issues, other than those elsewhere referred to, that have come under PRINTER AND PUBLISHER'S observation, were those of the *Free Press*, Midland, Ont.; the *Observer*, Salmon Arm, B.C.; the *Telegraph*, Quebec (32 pages; the *Daily Warder*, Lindsay, Ont. (20 pages); the *Daily Telegraph*, Berlin, Ont.; *L'Evênment*, Quebec, Que.; the *Standard*, Pembroke, Ont.; the *Herald*, Penetanguiene, Ont.; the *Reformer*, Oshawa; the *Herald*, Swift Current, Sask.; the *Western Star*, Curling, Nfld.; the *Independent*, Biggar, Sask.; the *Prairie News*, Govan, Sask.; the *Times-Guardian*, Richmond, Que.; the *Gazette*, Hedley, B.C.; the *Morning Times*, Medicine Hat, Alta.; the *Expositor*, Waskada, Man.; the *News*, Medicine Hat, Alta.; the *Review*, Claresholm, Alta.; the *Review*, Weyburn, Sask.; the *Guardian*, Charlottetown, P.E.I.; the *Daily Herald*, Lethbridge, Alta.; the *Daily News*, Port Arthur; the *Canadian*, Sarnia; the *Daily Times*, St. Thomas, Ont.

The Renfrew *Mercury* issue of December 17th was remarkable for two full-page advertisements of a local store —Howard Hill Co.—and for much other advertising in spaces of generous size, approximating page dimensions. The Renfrew *Mercury* is always a well-produced paper, but one expects much from Mr. Smallfield, because he has set—and passed—for himself many a high mark.

The Halifax *Herald*: "End of the Year Edition—24 pages. A handsome issue, being a fine review of Nova Scotia's industries and trade, accompanied by many special articles of first-class quality and interest. Plentifully illustrated; many pages in two colors; and generously provided with advertising. This "End of the Year Edition" stirs the blood of PRINTER AND PUBLISHER as an example of publishing enterprise, achievement and a fine use of brain. Once upon a time the farther west Canada called Nova Scotia "slow"—Any man who wants to be right in his estimates of various parts of his own country is advised to form his judgments, so far as Nova Scotia is concerned, with this "End of the Year" edition of the Halifaz *Herald* in his hands.

The *Graphic*, Campbellton, N.B.: Christmas issue a record number. Begun with a certain amount of trepidation, it being a doubtful matter whether advertising could be secured in sufficient amount to preserve a right relation between advertising and reading matter; but after the first pages were printed, advertising came in so fast that all offered could not be accepted.

Bravo! Mr. Anslow. You teach us all the lesson that fear is on the throne only so long as he is allowed to reign; that he flees the moment he is faced with Resolution allied to Effort.

The *Newfoundland Quarterly*: Christmas number; published by John V. Evans, printer, St. John's. As usual, this interesting publication is replete with illustrations and entertaining reading matter.

The *Advocate*, Pictou, N.S. issue of Saturday, December 18th, contained a 12-page supplement on fine paper profusely illustrated, and containing special literary matter: Personal recollections and reminiscences of Sir Charles Tupper; an installment of a History of the County of Pictou; the Centenary of Pictou Academy; and Letters from our Soldier Boys, accompanied by half-tone portraits.

This supplement represents fine enterprise, and its cost was most certainly recovered from advertising revenue. Editions of this sort can be produced with advantage by many other publishers. Congratulations, John D. Macdonald, manager.

The *News*, Maple Creek, Sask., carried a full page advertisement of a local hardware dealer. Praise be to A. A. Meneley & Co., and to the publisher.

Woodstock *Sentinel-Review*: A page devoted to the Christmas advertising of Ingersoll merchants.

St. Thomas *Journal*: A Christmas Shoppers' Guide—page of special retail advertising.

Manitoba Free Press: Whole page devoted to a presentation of the report of the A.B.C. auditor—a very complete statement. This report gives Winnipeg present population as 203,000 and a trading teritory (city and suburban) of 250,000. The circulation of the *Free Press* is given as 33.685 for the morning edition, and 36,752 for the evening edition —a total of 70,617.

St. Thomas *Journal*: A page of "Christmas News" advertising with Santa Claus as editor.

London *Free Press*: Special page headed: Trade is Good: Leading Wholesale Houses Optimistic. A review of London's current trade, plus the advertising of numerous London wholesalers and manufacturers—advertisements in spaces of generous size.

This same newspaper in the same issue (Dec. 24th) carried the advertising of three cafés in spaces of 100 lines and more, featuring their Christmas menus. Here is an idea others can put in practice on Dec. 24, 1916.

The Halifax *Evening Mail*: Two special issues, one for December 18th, one for December 21st—20 pages and 16 pages respectively. Christmas advertising was specially featured, and several pages carried an extra color. Pages of solid advertising were carried—some of them composite; others the advertising of single firms.

One page was headed "New Year's Greetings to Our Fighting Men," and was made up of messages from the publishers of the *Evening Mail*, the Lieut.-Governor of Nova Scotia, Major-General Sam Hughes, the Premier of Nova Scotia, civic officials and clergymen. Presumably this issue was mailed to every N.S. soldier.

Mr. W. H. Dennis, the managing director has added to his list of fine achievements by the production of these two issues.

The Winnipeg *Telegram* conducted a Santa Claus campaign this year, as it has done the last seven years. Since Christmas 1908, this paper has collected about $25,000, which has been disbursed buying some Christmas cheer for the poor and needy children of Winnipeg and district. It is needless to say that the fund is very popular with the public, who have subscribed generously in the past, knowing that the funds are well handled.

Selling What You Do Not Possess

THE original Vanderbilt is said to have given this peculiar advice to Vanderbilt II.: "Sonny, never sell what you haven't got."

This advice is all being thrown away on the printer who, through his "estimates cheerfully furnished," is always ready to sell what he hasn't got and continues to offer the product without having a reasonable and dependable idea as to what it will cost to produce. The printer who knows little or nothing about the actual cost of a piece of printing, yet gives a blotter-salesman carte blanche to bring in orders, can never be much of a success.

The prime essential for a printer's estimator is a knowledge of the costs of production in the plant for whose output he makes up estimates.

Fine Outlook for Canadian Publishers—Perhaps

A Great American Commercial Invasion Sure — Competition Among Mediums—Some Will Be Beaten To It—Need for Collective Effort by Canadian Publishers – Advertisers Can and Should Spend More Money

ONE thing is as certain as to-morrow's sunrise: It is this:

There will be a new and great American commercial invasion of Canada in the next five years.

This spells advertising for Canadian publishers.

* * * *

The first class of mediums to benefit will be the big city dailies of Canada.

Class mediums will run neck and neck with the dailies—farm papers and the three or four nationally circulated monthly magazines and weeklies.

After the big mediums are listed, the small city dailies of Canada will get a chance.

* * * *

In the big cities, the fight will be between the morning and afternoon papers, and will be a merry one. Those who fight hardest and longest and keep themselves thoroughly advertised will beat out those that are content with their past prestige and halo.

In the smaller cities, where there are but one or two competing mediums; and where circulations are often sixes, the best known or advertised paper will skin the other.

Some cities will be passed over utterly by many an advertiser for the reason that they will not have "sold" themselves to advertisers and agents—this because they will not see themselves as they are seen. Men who live in villages are prone to see their village altogether out of focus; and it is the same in regard to those who live in towns and cities.

* * * *

The Weeklies of Canada will come in at the tail end, as a general thing, not because their deserts or claims are less than those of dailies, but because they are not "sold" to national advertisers or agencies in any strong way. Individually the weeklies cannot hope to put up a strong fight for general advertising. Collectively they can. Through the publication of *Town and Country Field in Canada,* certain weeklies are doing a notable and influential work, but for every one weekly associated in this enterprise, there are eleven holding aloof.

* * * *

The religious press offers an advertiser a very fine service, but the great majority of national advertisers give the religious press little attention. The reason is that the religious press has not sold itself to national advertisers and agencies. Collective effort by the religious press is absolutely necessary to have this class of medium included regularly in all important campaigns.

The publishers of religious papers by getting together to urge the merits of the religious press, and by keeping up a steadfast campaign of good publicity, can "break in" where now they are out: the money-cost of the propaganda will all come back, multiplied.

* * * *

The farm pres likewise is well advised to do collective work in the direction of selling this class of medium to many advertisers who to-day use mainly daily newspapers. Their arguments must be presented as from all. Unity of appeal has a forcefulness impossible by multiplied single appeals.

* * * *

The technical and business press has paramount claims on advertisers; yet in regard to many important accounts, the trade press, so called, is passed over.

The reason generally is that the advertiser or his agent does not believe that advertising in mediums of this type is influential or has power to stimulate or increase consumption. Advertisers and agencies will readily admit the editorial worth of a trade newspaper, and will not dispute its circulation; but, logically or otherwise, they declare that as advertising media, trade papers have only slight selling value. The correction of a belief of this sort is a burden resting on the publishers of trade papers.

* * * *

The average advertiser spends far less on advertising than he ought. Like those who give 25 cents a Sunday for the support of Church Work, and who think that this sum is Big and Generous, many advertisers think that an appropriation of $1,000 or $3,000 is Big, Adequate and Proportionate to their business.

Advertisers in Canada must be taught to use more publicity, to buy more newspaper space, to strive in other ways to sell more. The average man in business is not really half trying to sell his goods. It is an exceedingly easy thing to show and convince the average man in business—manufacturer, jobber, retailer—that his business can be increased, and this at very little extra outlay of money, but at a very considerable outlay of energy, courage and foresight. Men of this type must be speeded up—by publishers; they must be roused from their content—by publishers; they must have their energy, courage and foresight extended—by publishers. The enlarging, stimulating force must come from without them—from publishers. And the publishers must do all this because—they get the money.

* * * *

In Toronto a publisher of a daily took out to retailers an idea for a page, or several pages, of special Christmas advertising, and fell down on it because the retailers didn't want this particular idea. Yet in a dozen and more other Canadian cities this identical idea had been "put over" with notable success. The inference is that Toronto retailers need speeding up—by Toronto dailies. Retailer's advertising in Toronto dailies, numerically considered, is away below what it ought to be. It would seem that in the case of Toronto, and in the case of many another Canadian town and city, a persistent educational work needs to be done—educating local merchants on the functions and selling possibilities of newspaper advertising.

* * * *

Fruit to fall from the tree easily must be well matured. This maturity comes from cultivation and sun, wind and rain. One great and essential factor is time. The stages of growth or development MUST be gone through with—the planting of the seed, the digging of the soil, soil fertilization, spraying, blossom time, and growth to maturity.

A constant supply of fruit means a constant planting, and persistent cultivation.

* * * *

So in the matter of advertising. There ought to be deliberate, conscientious, purposeful, intelligent work on the part of publishers, if fresh or brand-new advertising is to be secured.

Much of this class of work should be done in a collective way. It is cheapest, quickest and surest, when done this way. But in Canada scarcely anything is being done in a collective way to develop advertising.

True, there have been C.P.A. campaigns in the dailies and weeklies of Canada, and the results have been declared to be good; but why has this C.P.A. promotion work been dropped or suspended? Sustained energy or effort in individuals or a body of individuals is not common, yet is absolutely essential if maximum results are to be achieved, and the time-requirement reduced to a minimum.

* * * *

An advertising manager of an important publication was desirious of procuring instantly some very desirable advertising—advertising that he had long coveted for his newspaper. He found himself baulked. The makers of the class of product he wished to see advertised in his medium resisted his canvasses, not being persuaded that the readers of his medium were buyers of their class of goods.

A suggestion was made to the advertising manager, designed to ascertain whether or not the readers of his medium were actual and potential buyers of automobiles and motoring accessories. "Why!" exclaimed the advertising manager, "it would take four months to get that information, and I want your advertising NOW!" Yet for a whole year had this advertising manager been on the trail of motor car manufacturers and those making accessories. He had three times four months in which to obtain the information essential to successful canvassing; but like many another advertising manager, he shuns trouble, and will not look ahead, plan ahead, and work ahead. He wants money before he has earned it, and blames the other man because he won't cough up.

* * * *

Canada is on the eve of big business. Canadian publishers as a whole will get goodly chunks of the spoils of prosperity. Yet there will be many a newspaper passed over by advertisers and agencies, and some classes of newspapers, because the publishers of them won't work and won't advertise, contenting themselves with the consciousness that they have a first-class medium, serving a constituency of readers of large potential purchasing power. They say, "We've produced a medium of value. It's up to the advertiser to discover and prove this fact for himself. We've done our part. Let him do his."

* * * *

PRINTER AND PUBLISHER urges its publisher readers to plan a publicity campaign—to advertise their mediums when, where, and how seems best. It urges them to dig into their fields and their readers to obtain material which will compel the attention of advertisers, and persuade their minds. And all this it urges because in doing this, they make more money for everybody, themselves included; and make an investment in their own business which will yield fine dividends for many days to come.

Newspaper Writing and Editing

A VERY valuable book for the newspaper fraternity is a new volume from the Houghton Mifflin Company, Boston, bearing the title: "Newspaper Writing and Editing," by Willard Grosvenor Bleyer, Ph. D., who is chairman of the course in journalism, University of Wisconsin.

It is a book five inches wide by eight deep, 359 pages, filled with practical information, hints and suggestions to the newspaper man desiring to better his knowledge. Hardly any one lives but can find something he had not known in these pages. Nine chapters constitute the contents, beginning with "How a newspaper is made," and ending with "The function of the newspaper." How to write stories, the kinds of news, writing of headlines, making up the paper, proofreading, news and its value, getting the news, style and structure, speeches, and interviews, feature stories, editing copy, etc. Examples are given, and all details are included that make for fullest instruction.

At the end of the volume occur the following useful suggestions:

1. Remember that whatever you write is read by thousands.

2. Don't forget that your story or headline helps to influence public opinion.

3. Realize that every mistake you make hurts someone.

4. Don't embroider facts with fancy; "truth is stranger than fiction."

5. Don't try to make cleverness a substitute for truth.

6. Remember that faking is lying.

7. Refer all requests to "keep it out of the paper" to those higher in authority.

8. Stand firmly for what your conscience tells you is right.

9. Sacrifice your position, if need be, rather than your principles.

10. See the bright side of life—don't be pessimistic or cynical.

11. Seek to know the truth and endeavor to make the truth prevail.

A Tip For the Circulation Man

JUST as the train was moving from the station two men were bundled into a carriage. Both were of the working type, and were evidently keen on racing.

"Let's 'ave a look at yer paper, Bill," said Charlie.

"'Ere you are, Charlie," said Bill, handing his friend an evening paper.

After a few minutes silence, Charlie remarked, sententiously:

"Wonderful things newspapers, ain't they, Bill? They've got so many different sort of things in 'em; stories, cookery, murders, suicides, racin'—something for everybody, in fact."

"You're right, they 'ave, Charlie."

"But what this 'ere blank space, Bill?" pointing to the blank space reserved for stop-press news.

"Oh," replied Bill, "that's for blind people and people wot can't read."

Nova Scotia Joyful and Cordial

Halifax, December 31, 1915.

PRINTER AND PUBLISHER, Toronto:

However war affected other parts of the country, Nova Scotia has been the most generally prosperous part of Canada during 1915. Prices of everything we produce were never higher and never in greater demand. No idle industries, and work for every man. Whatever results may be elsewhere, Nova Scotia enters the new year with exceptionally bright prospects. Appreciating pleasant past relations we send our compliments and best wishes for largely increased business in 1916 and every good thing this world can give you.

The Halifax *Herald.*
The *Evening Mail.*
The *Weekly Mail and Homestead.*

Eight Columns or Five

IS THE twilight of the blanket sheet newspaper in America approaching?

It is—maybe.

The tendency toward a smaller size for the newspapers of large circulation is not particularly manifest in this country at the present time, except in a discussion that has begun. This much is enough, however, to indicate that a change is imminent, and how far this change will proceed remains to discovered. But something is in the air. It is significant when newspapers themselves discuss the merits of a change in size.

ADVANTAGES OF THE EIGHT-COLUMN PAPER

There are arguments physical and economical on both sides. For the large sized newspaper, say of eight columns, it can be said:

It is more convenient to print, requiring no stapling.

For a given amount of type there is less waste of paper in white space.

It affords more facility for display of news and ads.

Cuts can be placed more effectively in relation to text and larger cuts are more readily employed.

It occupies a larger surface folded, and can be more easily handled by stacking in the mailing room.

It allows better arrangement of ad's in relation to text.

It permits of confining one department to its separate page; as in the matter of sports, women's features, dramatic, etc.

THE TABLOID NEWSPAPER

For the smaller or tabloid newspaper, of five columns or less, there are these things to be said:

One does not have to be an acrobat to hold it open for reading.

It is not necessary to perform a spread eagle evolution to fold it back for reading.

It need not be crumpled altogether out of shape for delivery by mail or carrier.

With up-to-date machinery it is just as easy to print as a pasted paper.

The larger percentage of white space will be offset by the smaller amount of composition enforced by the condensation of text to conform to size.

There is great economy in stock for the same reason as above.

It makes a more acceptable article for the reader to handle.

It permits a given article to occupy a dominating position on its page, lending more punch to such articles.

It puts a decent limit on the size of cuts, and makes cuts of whatever size more impressive.

It automatically imposes a higher advertising rate per inch of display without altering the proportion of ads to each other or to text.

There is a saving in postage and carriage.

The general appearance of the sheet is more refined.

THE INFLUENCE OF ADVERTISING

As the demands of modern advertising undoubtedly are responsible for the normal form of the newspaper in America to-day, so is it reasonable to believe that the form of the newspaper will automatically change when a reaction occurs in advertising. Undoubtedly many daily newspapers are anxious to force something of a reform in this matter of advertising influence if they can tactfully do so. The daily newspaper as now organized is so dependent upon an ad revenue that any chance fluctuation in the ad revenue plunges it into distress, while even a suddenly excessive circulation increase troubles it with an increased outlay for paper that it cannot meet with higher advertising rates.

EXAMPLES OF LARGE AND SMALL PAPERS

To-day the two conspicuous extremes in newspaper sizes are pesented by the 9-column Cincinnati Enquirer and the 2-column Chicago Day Book.

The former is not supported as vitally by advertising as some newspapers of its rank are but does sell for five cents on the streets, and that can excuse its size. The Day Book sells for one cent and carries no ads. It refuses all ads and depends entirely upon circulation. Established three years, it has now reached a circulation that just about pays for it. The Day Book is an experiment that is apparently about to succeed, and any circulation over 20,000 will mean dividends. It is for sale on the newstands and corners of Chicago like any other evening paper and competes with them all. Running about 24 pages it is about 8vo. in size, each page in two columns, very little display even on the first page, and is set in 10 point, and carries cuts—halftones and cartoons.

A REASON FOR HIGHER RATES

In Europe the tabloid newspaper seems to have the call. but in this country the struggle for a smaller paper seems only beginning. As stated before, advertising will probably be the deciding factor. Even now many daily papers are complaining that their advertisers are cutting down space to spend the money in direct-by-mail advertising, causing a prospect of demanding higher rates, which perhaps they can't get, or of reducing the outlay to conform to the altered advertising evenue. The latter most logically might take the form of a smaller size of paper and general condensation, but no paper likes to make such a move before its competitor does.

One thing is certain. Any change will be gradual and not sudden. Conditions may even arise to avert a change. At present though, conditions seem to indicate interesting developments.—*Fred Schaefer.*

Newspapers and Farmers' Advertising

TWO things are certain: One is that farmers do not appreciate the possibilities of the newspaper as an advertising medium; the other is that the publishers of newspapers do not appreciate the possibilities of the nearby farmer as a source of advertising. If either party realized the profits that could be made by such local advertising there would be more of it done.

Most of the advertising done by farmers is done in the farm papers, and there can be no question that such journals are a good medium for the man who has for sale any considerable quantity of anything that other farmers might buy—livestock, poultry, seeds, land, and so on. But many times a farmer has things to sell that the people of his own town could use. Then, if he has no customers in sight, the local paper offers a way out.

The busy farmer with a few tons of hay, or two or three cows, or a single litter of pigs, or a surplus of vegetables, or a few pounds of fancy butter each week, will almost surely find his local newspaper a cheap and effective advertising medium.—Saskatoon *Phoenix.*

Agricultural Population and Production

A STATEMENT by the Hon. Walter Scott, Premier of Saskatchewan, on an urgently important problem, has been published by the Government printer for general distribution. It is the text of an address by the Premier on Agricultural Population and Production. Editors should possess this document.

THE EDITORS' VIEWPOINT

Collect Your Accounts

PRINTERS and publishers are not likely to do a better stroke of business during January than the collection of their outstanding accounts.

When debts are paid everybody feels better, and goodwill is widened. The man who pays has a better feeling towards his creditor, and most certainly the creditor has a much greater regard for his debtor.

But there is no need to argue the point. It ought to be enough to suggest that debts should be collected—and paid. Things only get worse the longer accounts remain uncollected.

Recruiting Advertising

ONE wonders why the Government does not employ newspaper advertising to speed up recruiting; for the Government professes to believe in the potency of displayed advertising to achieve quickly and adequately desired results.

Several months ago very complete proposals including many fine advertisements, were placed in the hands of the Government by three advertising agencies—this through the Canadian Press Association. Since then, a committee of newspaper men saw Premier Borden, and urged action, But so far nearly every form of influence and appeal has been employed except newspaper advertising.

Newspaper men may be under suspicion of trying to sell their own wares when urging newspaper advertising, but newspaper men or no newspaper men, the great fact stands out that displayed advertising of a good quality in good newspapers, has immense power, and performs a work of persuasion impossible in any other way.

When PRINTER AND PUBLISHER uses the term "newspaper," in this connection, it includes the business and technical press, for these newspapers reach and influence employers. The employer has to be "sold" the idea of encouraging enlistment from among the ranks of his employees quite as much as the prospective recruit requires to be "sold" the idea of enlistment.

Prosperity Is With Us

PROSPERITY is psychological as well as material. Think prosperity and prosperity follows.

Canada, along with the United States, is reaping gold, as the result of the European catastrophe. Our domestic and foreign trade is expanding. We have reduced our borrowings, and are paying our way out of earnings. The unproductiveness of European states is sending orders to North America.

When the war is over, the prophets say that Canada will experience an era of prosperity and development as yet undreamed of by the average Canadian. Immigration will pour into and over Canada as a flood—this because we have free land in abundance.

Already business in Canada is booming. The deadweight of the unemployed of a year ago has been removed until now there is a genuine scarcity of labor. Building activity is beginning afresh. Export trade is greater than import trade. Bank clearings tell unmistakably the story of stimulated business. The two-years-in-one crop of 1915 has put the farmer one year forward in actual wealth; and this in turn has meant liquidation of debt in the West, with something over for present spending.

Yet with all these favorable conditions maximum immediate prosperity may lag because of the slow-footedness of our manufacturers and merchants. Canadians intrinsically may be good stuff, but we live too near the North Pole to have great celerity of mind and body. The torpor of the Frigid Zone dulls minds and limbs.

"To-morrow is another day," is the Mexican's way of viewing things. Canadians seem to have the same motto. Go where you will in Canada with sound proposals calling for prompt decision and more than usual enterprise, and you'll encounter lethargic minds and timidity. It's a habit, one that can and must be got rid of.

On publishers rests the obligation of arousing Canada from its slumbrous content. On Canadian editors a great duty is laid. As interpreters, shapers and leaders of thought and action, they have opportunities given to no others to awaken the sleepers.

Perhaps much of our Canadian slowness is explained by the plentiful strain of Scottish and English blood in our people; but just as we pride ourselves on possessing a broader spirit and less conservative ways than the peoples of the Old World, so we should prove our larger liberty by commensurate exhibits of energy.

Decision, energy, courage and vision—these are watchwords for every true Canadian. Possessed of these four requirements of individual and national progress, we severally and collectively can speed the coming of the hoped-for day of Big Things, and prolong its duration.

All Working Together

AGAIN and again does one come across this situation: printers are "knocking" newspaper advertising; newspaper men are knocking direct-by-mail advertising; both printers and newspaper men are against the bill-board advertising. And so on and so on.

Ask a man which blade of a pair of shears does the cutting, and he has no reply. Similarly, there is no one form of advertising that is all sufficient. Publishers and printers alike employ letters and circulars and personal representatives to sell what they have to sell, and occasionally one sees a printer's advertising in a newspaper.

The fact is that successful selling may require a use of many forms of selling effort, each of which reinforces the

others, and all of which in co-ordination become effective to realize quickly and soundly the desired objects.

When the sellers of one form of publicity or selling knock other forms, it is a short-sighted policy, one with a backkick in it. It is inevitable that there shall be competition, but there ought to be no knocking.

Business is not a philanthropic enterprise. It is governed by self-interest. Also, it is right and inevitable that the seller of one form of publicity shall do his level best to have his product or service used. What each salesman should do is to urge a larger use of advertising, the employment of several forms of publicity. This is better for all concerned than the knocking habit.

The Cultivation of Little Business

THE big printing firms have been going over a rocky road during the past two years, and many of them have found that their business belongs to the banks and their creditors more than to themselves.

The small printers, on the other hand, have been in a much happier condition; they owed little if they owed anything at all. Their wage bills were small and were made smaller. They could subsist on small jobs, and small jobs have been the rule latterly.

The big printers—most of them—treated with more or less contempt the little business; they sought the big orders —expensive catalogues for example, and long runs. Many of the giants during this period of leanness, would welcome much little business to keep men busy and presses earning.

The point is: Does this experience of the past two years, rare and abnormal as the state of affairs is, teach this lesson; namely, that it is good business on the part of the great printing houses to cultivate little business along with big business? Some of the big printing houses have two departments, with two sets of men; one for high quality, expensive work; the other for the common run of little and ordinary business.

Lean years that eat up fat years, leave a man where he began or put him behind very far. Little business cultivated faithfully and cared for courteously and with manifest appreciation has saved and will save those who have it.

Beginners in Advertising

BEGINNERS in advertising are often at once timorous and adventurous in their advertising essays. Frequently, they evince a tendency to employ a miscellaneous assortment of methods—novelties, lead pencils, calendars, posters, signs and cut-outs, and all the other seeable and feelable things. Also, many a beginner in advertising has a fondness for colored pictures—those with lots of red and blue and yellow in them: posters and street car cards. They are going through the infancy period of their advertising development, and colored pictures appeal to them masterfully.

Humor is another phase of juvenility in advertisers: cartoons of broad humor and pictures of the Mutt and Jeff type capture the proprietor's or advertising manager's fancy and enthusiasm, and until this stage of development be completed, advertising of the better and more enduring kind is not likely to be employed.

Also, there is a timorousness in the beginner in advertising—a timidity born of lack of confidence, and lack of confidence is the result of lack of knowledge and experience. If you have ever played checkers or chess with one whose fingers fidget over this piece and that, touching it, moving it to a new position and then returning it to its old position, and repeating this nervous proceeding half a dozen times, you will see the counterpart of this individual in the timorous advertiser.

Surely the trail of safety and assurance for the beginner is clearly marked: it is the well-trodden path of those who have gone before, and who have arrived. This broad and plain trail is newspaper advertising.

The use of newspapers does not necessarily or even generally mean that other forms of advertising shall not be employed. But newspaper advertising is the main background for all other forms of advertising; or to put it otherwise, it is the principal stream between an advertiser and his customers, into which, and on which, other forms of publicity and influence feed and float.

Murder in the Printing Business

A MAN'S enemies are often found in his own household. Printers are being put to slow death by their brethren. If you are skeptical, read the following correspondence which passed between a Toronto printer and a Toronto physician:

LETTER FROM THE PRINTER

> You called and made an inquiry the other day as to the printing of cards or folders, and said that you would let us know shortly. We shall be glad to give you any further information as to price, etc., for any quantity you may want.

THE REPLY

To this letter the doctor replied:

> The same cards you wanted $2.00 per 1,000 for, I got printed for $1.25 and have an offer from ——— to do the same card or any other printing such as bill heads, receipts, etc., at the rate of $1.00 per thousand. Now, if you can compete with ———, I'll give you a trial order to-day or to-morrow for 1,000 cards; and as I am just starting here, I'll want perhaps a great deal more later in form of receipts, bill heads, correspondence paper, etc.

There you have the evidence.

Brother, guilty or not guilty of murder?

Did the estimates you gave last week, yesterday, to-day, "knife" some other brother in the business?

If you want to work for nothing, why not go to prison? You help send some other man to his grave or to crime when you rob him of his just bread and butter; and if you are having a mighty hard time of it yourself, due to the murderous methods of brothers in the business, you won't make things better for yourself by doing wrong with them in the same way. Two wrongs do not make a right.

The cure of unprofitable business is to lift yourself out of the ranks of the leaners—those who depend absolutely upon transient trade, or upon the favor of others. You MUST, if you want to prosper, get business at a fair price, and the sure way to do this is to sell something more than paper, ink and press work, which means that you must get your business on a higher level than competitive prices.

This means that you must deliver something that is not represented by mere quotations: superior work, prompt deliveries, ideas, and downright helpfulness in regard to those you serve.

Make the other man—the man you want as a customer —prefer to do business with you, even at a higher price than he need pay someone else. This is a *hard* saying, but you can understand it if you read PRINTER AND PUBLISHER faithfully each issue. PRINTER AND PUBLISHER is sitting up at nights to show you ways of doing better business and getting business—at a profit. It is *your* part to find the honey in the flower.

Cost and Selling Value of Foreign Advertising

Proportion of Advertising to News — Determining the Advertising Rate — Going After National Advertisers

WM. A. ROBINSON, Publisher The Ontario Gleaner, Cannington, Ont.

NEWSPAPER advertising, and particularly foreign advertising, is a commodity which, like "passenger-miles" on railroads and "kilowatts" in electrical service, depends for its average cost for each unit charges or expenses in all country newspaper offices are large and remain reasonably uniform whether the volume of business is great or small. In other words, the "fixed charges or expenses" do not vary in accordance with the volume of the business.



WM. A. ROBINSON,
Author of the accompanying article, and publisher of the Ontario *Gleaner*, Cannington, Ont.

PROPORTION OF ADVERTISING TO NEWS

In such cases the basic rate must be ascertained by dividing the cost by the capacity in units. The total amount of advertising which a practical newspaper man feels justified in loading into a newspaper we may speak of as the "advertising-carrying capacity," and is somewhere between forty and fifty per cent. of the total space in the paper. I have always tried to carry the full fifty per cent., or else make the paper average that amount per year.

I contend that a paper should average one-half advertising. It is on this basis I make my calculation, and I find it has given me (at least) good results. If a part of the newspaper is ready print, which most of the weekly newspapers in this district are—a thing, personally, I do not like, but for convenience make use of such—then one-half of the home print should be advertising, with enough additional to pay for the expense or price of the "patent." This being the case, we should first ascertain the entire expense of publication, not neglecting the salary of the publisher. In regard to the latter, however, I have adopted an idea which has worked out approximately fair, and which will render computation less complicated, and allow the publisher the entire income from subscriptions as a salary, to say nothing about the profit from the job department of a country newspaper.

DETERMINING THE ADVERTISING RATE

After the remaining expenses have been computed, the rate to be charged in order to cover these may be readily ascertained. I will take as an example a six-column quarto, a weekly of 1,000 circulation, "patent" inside. Therefore, we have four pages of 120 inches to the page, or a total of 480 inches. One-half of this is 240 inches for advertising, and on this ratio we base our computations. The estimated expenses of such a paper are as follows:

Rent, half chargeable to job department, say $100	$50.00
Taxes, chargeable to job department, say $25	12.50
Insurance, chargeable to job department, say $30	15.00
Fuel, chargeable to job department, say $60	30.00
Interest on plant valued at $2,500 at 5 per cent, one-half to job department, $125	62.50
Depreciation on plant valued at $2,500, half chargeable to job department at 5 per cent., $125	62.50
Paper, ready-print, and express on same, 40 quires at 10c	238.00
Ink, soap, towels, etc., part of which could be charged to the job department, but not	20.00
Power and light, $45, half charged to job room	22.50
Wages, part of which should be charged to job room $1,040, one-half charged to job room	520.00
Postage, etc.	15.00
Total cost	$1,048.00

These figures are not to be taken as in any sense arbitrary, but the total may be considered a fair approximate estimate. Now, in order to cover this sum, providing we are able to maintain twelve columns of advertising—240 inches—it will be necessary to charge 9 cents per inch per insertion, and for set matter I charge 12 cents per inch per insertion. On this we have 240 inches for 52 weeks, or 12,480 inches at 9 cents per inch equals $1,123.20.

To provide against loss by bad bills and in seasons when the publisher will be unable to maintain the average of twelve columns, we charge 10 cents per inch for foreign advertisements.

In the foregoing I have not taken into consideration local readers or legal advertisements, or an advance charge on local display advertisements, only on my charge for foreign advertisements.

One class of foreign advertising the average country newspaper publisher cannot afford to encourage or accept: that is, the city mail-order houses. This kind of advertising antagonizes the local merchants, and is only now and then.

Make a list of national advertisers selling through the local merchant, and then go after them. The national advertiser is the one to get. His business is sure, and if you can show him that the local newspaper gives results, you have a yearly customer. Many things can be said about the selection of foreign advertising, but that may be left with the publisher. He can judge for himself the advertisement that he will accept or reject.

Obstacles in the Way of Business Development

Ignorance of the Power of Advertising Robs Publishers—Great Expectation With No Right Basis — Saving Money Poorer Than Using It

IN a recent issue of the *Canadian Grocer* was a symposium of retailers' experiences under the general title of "The Cost of Doing Business." The reports of costs were in relation to rent, salaries, heat and light, advertising, etc.

It will interest both printers and publishers to note the returns of advertising expenditure:

Total annual cost of doing business.	Amount spent annually in advertising of all kinds.	Percentage of annual turnover.
$12,500	$200.00	.20
7,800	100.00	.25
6,290	50.00	.08
3,215	50.00	.20
3,000	100.00	.33
2,272	100.00	.23
1,950	.....	...
1,260	.....	...
7,860	300.00	.50

Thus it will be seen that the average weekly expenditure of these grocers runs from nothing to six dollars.

It is to be noted that these figures are for advertising "of all kinds." Presumably newspaper advertising is meant in most cases, since the average grocer makes small use of circulars or postage stamps, and spends next to nothing on window advertising.

If "advertising pays for itself," as it is so persistently contended, then it is a fair inference to make that the average grocer, and with him can be included other classes of retailers, can afford to spend a good deal more than $1 or $2 a week to attract new customers and stimulate the sale of goods.

The percentages of advertising expense to annual turnover, in the cases above noted are interesting. Where the per centage is .20, it means that for every $100 of turnover, the advertising bills was 20 cents. Thus at this rate, a man spending $1 a week on advertising has a weekly turnover of $500, or $26,000 a year.

In advertising, as in many other items, the percentage becomes lower as the turnover increases. Which means that if advertising is a potent factor in increasing the sale of goods, its larger employment would or should increase the turnover to an extent that would more than recover the cost of advertising.

The sum of $50 or $100 a year, looked at by itself without relation to turnover or results, may look a formidable sum; just as $125 for a typewriter may do; or $1,000 for a printing press. Looking at figures of cost in this way is rarely fair or right. Always figures of cost should be studied in relation to the volume of business, or what is secured.

PRINTER AND PUBLISHER contends that both printers and publishers need to present the problem of how much to spend on advertising more in relation to volume of business done than as a at annual charge made to look like a dead or unproductive expense item.

The way to loosen a tight pocket book is to convince the owner of the purse that he will get his money back and more by investing it in the thing offered him.

To convince any man of the worth-whileness of an investment the seller must "have the goods!" He should be absolutely certain that the proposal is sound. And by the same token, it is up to the seller of a product or service to make what he sells worth the money; and beyond this, to show the buyer how to employ his purchase so that he will get his money back plus a profit.

The average seller of printing or space makes no effort to teach local retailers how to make their advertising profitable—how to support it, or follow it up, how to distribute it, how to dress it, how to phrase it. They say in effect: I've a good article to sell. I want you to buy it. If you buy it, it's your business, not mine, to get value out of what you buy."

The seller who wants to sell his customer again and again—who wants repeat orders—must maintain the faith in his wares of the buyers of it. If he relaxes his energies in this regard, consumption declines, and may eventually cease altogether.

A great work remains to be done by sellers of advertising, whether in the form of printed matter or newspaper space, in the direction of making the purchase profitable, and of showing buyers of their wares how to use profitably or advantageously that which they have already bought.

Results from Advertising

THE beginner in advertising usually has the gambler's mind but the heart of a chicken: He throws on the table of public attention his advertisement, large or small, attractive or otherwise, good or bad, just as the gambler casts dice from a box, and like the gambler he expects double sixes to turn up; but if every expectation be not fulfilled, the beginner in advertising is apt to think he has been buncoed.

In advertising, the beginner in advertising as a general thing refuses to apply to this form of selling endeavor the same logic or sanity which he is ready to apply to other more concrete yet not less potent forms of selling. For example, a retailer will set up in business, rent premises for a year or longer, engage a staff for a year or longer, put in plentiful stocks—all in the full confidence that his venturing will not be profitless. He is mentally prepared to do business for weeks, perhaps for a year, at a loss, confident that early losses will be recovered and that soon or late he will enter upon a career of prosperity.

Yet when it comes to the employment of advertising, an invisible, intangible, yet very powerful force, he expects results—adequate results—immediately following the first insertion.

A wholesale house or manufacturing concern, though captained by men of supposedly big calibre, differs little, when it comes to advertising, from retailers: like them it expects a single insertion of an advertisement in a trade or class paper to give immediate evidence of its power to influence and persuade. Yet these same firms will send out travelers to call on their prospective customers, and if for months they fail to sell to a new buyer, they are ready to be lenient in their judgments and are confident that the men will eventually overcome the resistance of certain desired customers. The more subtle, less urgent, briefer canvass of a printed advertisement most certainly should not be asked to do more than a flesh and blood salesman with his per-

tinency of message and his possession of the undivided attention of the buyer.

If wholesalers and manufacturers were to reckon up the cost of getting the first order from a buyer, they would wonder whether business secured at such a price were worth the cost. It is the frequent, indeed general, experience of a traveling salesman to call literally for years on some firms before obtaining their first order, usually a very humble order. Suppose that it costs $1 a call (a very moderate estimate), and suppose that the traveler calls twice a month for two or three years before the wall of resistance or refusal is broken down, it will be seen that a cost of from $50 to $75 has been incurred in preliminary solicitation. Yet wholesalers and manufacturers have willingly, even cheerfully borne charges of this nature and of even greater extent, to secure unpossessed customers.

When it comes to advertising, these same firms are frequently ready to "pull out" from a medium, and to abandon a so-called advertising policy because they "can't see any results" after two or three months of very ordinary advertising.

Presumably the great national advertisers of Canada, Great Britain, and the United States in the babyhood of their advertising history were people of very slender faith; yet suggest to-day to the makers of Five Roses Flour, Bovril or Oxo, or Big Ben Clock that they drop their advertising as being a useless sales agency, and you'll probably get the reply: "Young man, you are suggesting that we kill a good business."

So in the future those firms whose products or service are widely and largely consumed, and which to-day are in the swaddling bands state are, it may be, even now on the horns of a dilemma, asking, "Shall we advertise? Shall we continue to advertise? or shall we plug along in the old way and save (?) our money?" Very often the bold man without money, making a wise use of credit, outstrips in the race for fame and fortune the man with money who hangs on to it like grim death, refusing to let it out of his sight or to invest it in intangible commodities like advertising or speculative venturing.

Printers and publishers are not a whit better than other business men when put in the scale of advertising belief and ardor. A printer will send out his circular matter once—usually a costly and elaborate bit of printing, and because double-sixes do not turn up, his faith sinks to his heels and he looks at the cost docket with glum countenance. Yet this same man may be an enthusiastic proclaimer of the efficacy of direct-by-mail advertising, *persistently maintained*—for someone else! Likewise the publisher, if he employs printed advertising at all, is apt to be greatly disappointed if he does not see instant and adequate returns for his first venturings in the direction of publicity.

Books About Printing

A MOST useful and meritorious service for the printing and allied trades has been done by the Inland Printer Co., Chicago, in the preparation of a catalogue which is entitled "Practical Books About Printing and the Allied Trades," including advertising, bookbinding, newspaper work, drawing, processes of engraving and color. The catalogue is annotated and illustrated. It is authoritative, comprehensive, practical. Only such books as can be depended upon have been listed. The books are conveniently grouped according to their classification.

Copies of this fine catalogue may be obtained free on application to the Book Department, The Inland Printer, 632 Sherman St., Chicago.

An Idea

SOME bright man conceived the idea contained in the accompanying Stovel announcement. Some bright men can appropriate this idea for their own locaities, make money out of it, render a service and achieve good in other ways. The idea is as follows:—

FREE COPIES

GOD SAVE THE KING

God save our gracious King,
Long live our noble King,
God save the King!

Send him victorious,
Happy and glorious,
Long to reign over us;
God save the King!

God save our splendid men,
Send them safe home again,
God save our men!

Keep them victorious,
Patient and chivalrous;
They are so dear to us;
God save our men!

We are prepared to furnish, gratis, in quantities, on the assurance that same will be judiciously distributed, copies of above to churches, schools, patriotic societies and kindred associations.

These slips will be 3 in. by 5⅜ in., printed on bond paper. Postage at the rate of 5c per 100 copies to cover mailing charges, should accompany orders.

StovelCompany,Ltd.
PRINTERS, WINNIPEG

This advertisement contains an idea for other printers.

Newspaper Men in Municipal Politics

AMONG publishers and newspaper men honored by their fellow citizens in January municipal elections, the following have come to the attention of PRINTER AND PUBLISHER on the eve of going to press:

Wm. Findlay, Ottawa *Free Press*, elected alderman.

W. B. Burgoyne, St. Catharines *Standard*, elected mayor.

W. E. Smallfield, the Renfrew *Mercury*, elected councillor.

W. R. Plewman, editorial staff Toronto *Star*, elected alderman.

A. M. Edwards, President Galt *Reporter*, elected mayor.

John Auld, Amherstburg *Echo*, elected mayor.

W. J. Elliott, Ingersoll *Chronicle*, elected mayor.

Wm. Elliott, Mitchell *Recorder*, elected mayor.

R. Curran, Orillia *News-Letter*, elected mayor by acclamation.

Geo. James, Bowmanville *Statesman*, elected reeve.

J. C. Templin, Fergus *News-Record*, elected alderman.

NEWS ITEMS—MAINLY PERSONAL

GENERAL

Captain Ernest Cinq-Mars, formerly King's printer, Quebec, of the second divisional staff was unanimously elected Santa Claus for Canada at the front. He had charge of all Christmas mails from the Dominion.

Arrangements are being made by Gen. Sir Sam Hughes by which a daily new bulletin from Canada will be sent to the Canadian boys at the front. The bulletins will contain not only leading events happening in the Dominion but also personal items and minor events in the various provinces, such as will give the boys a more intimate reminder of the old home land and make them realize that they are never forgotten by the ones they have left behind.

The Soldiers' Aid Commission of Ontario are enlisting the services of the Canadian Press Association to procure full lists of names and addresses of soldiers from the front returing to Quebec. The official history of each man is slow in arriving and has sometimes proved incomplete. The commission have had men on their hands with no record of them in the official lists. At a meeting it was decided to arrange to have the Canadian Press correspondent at Quebec forward the full list of arrivals to Toronto. From Toronto the information will be sent out to the local Aid Commissions so as to prepare for the requirements of the men at their homes.

BRITISH COLUMBIA

A. M. Beveridge, manager of the Kamloops *Standard*, recently negotiated a new scale with his linotype men.

Harris Turner, former police court reporter on the *Province*, is now serving in the trenches with the McGill men.

A. A. Brookhouse, of the firm of Cowan & Brookhouse, printers, will probably be a candidate for municipal honors in Vancouver.

No. 1 of Volume 1 of the Victoria *Retailer*, a publication to be devoted to the interests of the Victoria retail trade, has made its appearance.

Nicholson's print shop has added to its equipment the full equipment of a manufacturing printer and boasts of a plant which is not equaled in Western Canada.

Trail *News* has been purchased from W. K. Essling by W. B. Wilcox, formerly of Phoenix *Pioneer*. Mr. Essling is now out of newspaper work for the first time in thirty-three years.

George E. McDonald, the manager of a local coal company and sought by the Liberals of Prince Edward Island as a nominee, has assumed the managership of the Vancouver *Daily Sun*.

Arthur E. Graham, reporter on the *Daily News*, of Nelson, who enlisted for active service with Grand Forks Sharpshooters and was later appointed Corporal of the 54th Kootenay Battalion, is now in England.

A new printing plant has opened in Vancouver. This is conducted by Thomas Prentice, who enters the printing business for the first time. Its equipment consists of a number of Gordon presses, stitching machines and an extensive series of fonts.

Mayor Taylor of Vancouver, is said to be making arrangements for starting another evening paper in Vancouver to be issued from the *World* building, which was deserted by the management of that paper when a change of ownership occurred last summer.

Cranbrook *Herald*, which was taken over under lease by R. T. Williams, of Regina, November 1st, has again changed hands, the owner, Mrs. F. J. Deane, having disposed of the plant to a number of local Conservatives. The policy and new management have not yet been announced.

Practically the entire staff of the Nelson *Daily News* joined the 54th battalion, Captain Garland Foster, the manager of the paper and Sergeant W. A. Curran, formerly on the Toronto *Star*, being in the *News'* little detachment of fourteen reporters, printers, pressmen and business office men.

Ernest Paul Page, who was editor of the Vancouver *Journal* and founder of the New Westminster *News*, went overseas with the 47th battalion. Lt. D'Arcy Rowe, formerly reporter on *The World*, accompanied the 54th Kootenay battalion overseas. Mr. Douglas Tompkins, reporter at various times on the *Sun*, *World* and *Province*, is another newspaper member of the 54th battalion.

Noel Robinson, marine editor of the *News-Advertiser* and latterly holding the same position on the *World*, has joined the 6th Field Company, Canadian Engineers. E. C. Shepherd, editor of the *Sun*, has joined the 72nd Overseas battalion, now posted in Vancouver. Mr. Shepherd has been given a commission, C. Paton, editor of the Point Grey *Gazette*, a suburban weekly, is also a member of the 72nd. Sid. Fritch, formerly on the *Sun*, is another recruit of the 72nd battalion.

Vancouver newspapers have contributed several men to the Empire's defence. One of the latest to join His Majesty's Canadian forces is James T. Hewitt, formerly sporting editor of the Vancouver *Daily Province*. Mr. Hewitt is a member of the editorial staff of the *Western Scot*, the paper which the 67th battalion publishes. Major S. D. Armour, another ex-member of the *Province* staff is editor of the paper. Major Armour went overseas with the first contingent from Vancouver, the sixteenth battalion, was wounded and returned to Canada. He will return to the front with the 67th.

ALBERTA

The Camrose *Canadian* has celebrated its seventh anniversary.

A. H. Liversidge, publisher of the Wetaskiwin *Free Press*, has purchased the Williamson Block and is building a printing office at the rear.

Andrew Chalmers, for three years a clerk at McDermid Engraving company, Edmonton, has left his position to take up another in the ranks of the 138th battalion.

T. H. Kay, who for the past four years has been connected with the business department of the Medicine Hat *News*, is now manager of the Cranbrook *Herald*. Mr. Kay's former duties in connection with the *News* are being assumed by Leonard W. Sadler.

Ten years ago W. A. Buchanan, then managing director of the St. Thomas, Ont., *Journal*, was touring the West, and writing what he thought of it for the Toronto *Globe*. The West "got" him, as it has so many of the best men of the East, and today he owns the Lethbridge *Herald*, and writes M.P. after his name, which proves that the West is a pretty good place for the young man with initiative and go.

SASKATCHEWAN

The Moose Jaw *Times* is offering itself to new and old subscribers 6 months for $1.00. The regular subscription price is $4.00 per annum.

Lieut.-Col. J. A. Aiken, of the 29th Light Horse, formerly publisher of the Saskatoon *Phoenix*, and for many years on the staff of the Toronto *Globe*, has been appointed to command the 96th overseas battalion at Saskatoon.

The Morning News has ceased to be a morning paper, on Nov. 30th. It is now appearing as an afternoon medium. The publishers in a front page announcement said: "*The News* is leaving the morning field, not because it is not getting its share of the business offering in the district, but because the expense of producing a morning paper in these parts is too heavy. In the morning field expenses cannot be reduced in direct proportion to the decline in business, consequently there is but one thing to do, choose a field in which the expense may be the better controlled."

MANITOBA

The Western Military *News*, a weekly illustrated paper, is now being published in Winnipeg by J. A. Gibson.

Frank Avery, of the Manitoba *Free Press*, Winnipeg, visited Fort William in connection with the Government seizure of Canadian wheat.

F. S. Jacobs, until recently editor of the Calgary *Farm and Ranch Review*, has been appointed to a lectureship at Manitoba Agricultural College, Winnipeg.

Paul Maddon, of St. Boniface, and formerly a printer at *Le Manitoba* paper, a French reservist who was wounded, has left the hospital and is now at Landerneau.

Lieut. C. J. McGillivray has been appointed commanding officer of the Killarney district. Lieutenant McGillivray was a member of the editorial staff of the Winnipeg *Telegram*.

H. Bruce Boreham, connected with the sporting department of the Winnipeg *Telegram* for the past year, left for Fort Wil-

liam, where he has secured a commission with the Ninety-fourth Battalion, now being organized for overseas service. Before coming to Winnipeg he was sporting editor of the Calgary *Herald* and the Fort William *Times-Journal.*

The Polish weekly, "*Czas*" (*Times*), announces a change of its editor beginning this week. Max Major, who recently moved to Winnipeg from Vancouver, has taken over the editorship of the *Times,* improving greatly that paper both from the editorial and the technical points. Mr. Major some years ago was editor of the *Gazeta Katolicka,* which he left, not being able to agree with the publishers of that paper as to editorial policy, which was dictated by the St. Boniface clergy.

Ike Glennon, a Winnipeg printer, had a son killed in the trenches. Ike Glennon is a well-known old-time printer and very popular in Winnipeg, where he worked in many job printing offices. He is at present working on the *Herald,* at The Pas. Many expressions of sympathy were heard around Winnipeg as the news spread around that he had lost his boy. The family went to Winnipeg from Montreal some years ago. The older Glennon was employed for a while in a Transcona printing office.

Thirty-three employees of the Winnipeg *Telegram* have, thus far, enlisted for the war. Here is the list:—Captain W. L. Roblin, Lieutenant E. Forrest Mather, Lieutenant Bruce Boreham, Lieutenant C. J. MacGillivray, Sergeant-Major G. Beaumont, Sergeant H. C. Wolfe, Sergeant G. W. Gorman, Sergeant L. Shannon Cormack. Privates:—Phillip Crook, Henry Crook, Wesley Crook, William Dickson, T. W. Roland, F. Watson, G. McMillan, H. P. Brennan, Allan Walters, Charles Mason, Fred Cruise, Norman Weir, J. Grassie, S. Smith, W. C. Rice, George Humphrey, M. Scott, F. Byers, Thos. Byers, H. Huartson, A. W. Simmons, William Orr, A. E. Welch, J. Wilkinson and Bugler George Carey.

ONTARIO

George Shibley, telegraph editor of the London *Free Press* has enlisted.

Pte. Gilbert Hall, of the Toronto *Globe* staff, has enlisted in the 75th Battalion.

The British Whig has been selected as one of *Newspaperdom's* "Winning Dailies."

Fire damaged the printing office of the Milton *Champion.* The loss was considerable.

The London *Free Press* has been selected as one of *Newspaperdom's* "winning dailies."

R. L. Burke of the composing room staff of the Chatham *News* has joined the 91st Battalion.

A number of the newspapers in Essex and Kent have raised the price of notices in their papers.

Dr. J. A. Macdonald, of the Toronto *Globe,* addressed the Owen Sound Canadian Club on Dec. 17th.

W. B. Burgoyne, proprietor of the St. Catharines *Standard,* has been elected mayor of that city.

Jas. J. Hurley, of the Hurley Printing Company, Brantford, is a candidate for municipal honors in his city.

Wm. Ryde, who learned the printing trade in the office of the Guelph *Mercury,* was killed in action on November 23.

Two employees of the Galt *Reporter,* Robert Whitcombe, pressman, and Thomas DeWolfe, compositor, have enlisted.

Capt. Arthur of Powassan, has been authorized to raise the 162nd Battalion for overseas in Parry Sound and district.

The People's Press, Welland, is now in its new premises,—a building designed and equipped to be a model printing office.

C. E. Carruthers of the London *Free Press* editorial staff has been recommended for a commission in the Army Service corps.

Fred Madill, former principal of Stouffville continuation school, has purchased the Stouffville *Tribune* from William Malloy.

Stewart Quick, former monoline operator on the Newmarket *Era,* and later of Kingston, is now with the Canadian forces in France.

Clarence Jones of the Uxbridge *North Ontario Times* staff, has enlisted for active service. He has been on the *Times* staff the past four years.

R. H. Davey, proprietor of the Cayuga *Advocate,* who has enlisted for overseas service, was editor of the Mitchell *Recorder* some ten years ago.

H. R. Davey, formerly proprietor of the St. Marys *Argus,* now of the Haldimand *Advocate,* at Cayuga, has enlisted for Overseas service at the front.

C. K. Knight, Niagara Falls, a printer, was fined $5.00 and costs for working on Sunday. The magistrate ruled that the work was not a necessity.

The St. Thomas *Daily Times,* issue of Dec. 10th, carried over 102 columns of paid advertising in a paper of 20 seven-column pages.

The London *Free Press* and the Stratford *Herald* both successfully conducted series of lectures by Mrs. Mary Brown-Lewers, run in conjunction with Crisco advertising.

Gunner Victor Driver, a former member of the reportorial staff of the Brockville *Times,* resigned to serve his country in the 32nd Battery, Canadian Field Artillery.

Editor Mills of the Elora *Express* has just complefed his 12th year in charge of that journal. The *Express* has shown considerable progress under his management.

John Ross Robertson, proprietor of the Toronto *Telegram,* was seventy-four years old on Dec. 28th. For half a century he has been actively engaged in Toronto journalism.

John A. McKay, of the Windsor *Daily Record,* has rounded out his quarter of a century as publisher of *The Record.* Mr. McKay went to Windsor from Woodstock in 1890.

Percy V. Powell, a former newspaperman of Windsor, who is on a six months' leave of absence, on account of rheumatism, was a member of No. 2 Stationary Hospital Le Touquet.

Lieut. Hugh M. Bell, formerly news editor at the Brantford *Courier,* has been appointed to the 114th Haldimand Regiment at Cayuga, as transport officer under Lieut.-Col. Baxter.

John Bell, former city editor of The London *Advertiser,* is going on overseas service in the mechanical transport. He is one of the most highly regarded newspapermen in London.

Robert Whitcombe, pressman, and Thomas De Wolfe, compositor, on the Galt *Reporter* staff, have enlisted for overseas service with the 111th Battalion, which is quartered at Galt.

Sub.-Lieut. Evans A. McKay, son of Dr. W. J. McKay, editor *The Canadian Baptist,* 12 Chicora avenue, leaves Toronto shortly to enter on the Royal Flying Corps' (military wing), England.

By absorbing the outstanding shares of the Claybelt Printing & Publishing Co., Limited, Cochrane, Ben Rothschild has acquired the control of the company and will be henceforth its president.

Lieut. Hector B. McKinnon, formerly of the Toronto *Globe* staff, where, as "Timothy Spray," he was Agricultural Editor, has been transferred to the 110th Perth Battalion with the rank of Captain.

Lieut. J. M. Dobie, who for over three years has been associate editor of the Owen Sound *Sun,* has severed his connection with the paper to join the 147th (Grey) Battalion, now being organized.

Wm. Sharman, formerly a London newspaperman, has just recovered from wounds and the effects of German gas and is going back to the firing line with the 16th Battalion from Shorncliffe hospital.

Frank J. McGarrigle, of Brockville, and Madeline M. Wall, are married. Mr. McGarrigle, a native of Brockville, recently returned to Brockville to accept a position on the editorial staff of the *Times.*

J. A. Sutherland, superintendednt of the St. Thomas *Journal* composing room, who has been ill at his home on Alma stret for several days, was removed to the Amasa Wood hospital, typhoid fever having set in.

J. R. B. Whitney, editor of the *Canadian Observer,* Toronto, received many congratulations on the occasion of the first anniversary of the newspaper. The *Observer* is published especially in the interest of the colored people.

It is rumored that Daggett and Pettit, of *The Journal,* Niagara Falls, N.Y., will take over the management of the Niagara Falls (Ont.), *Record;* the former as manager, and the latter as reporter. Mr. Rothwell still retains the ownership.

Lieut. E. E. McCammon, formerly city editor of the Kingston *Standard,* and who some time ago took the course at the Royal School of Cavalry, Toronto, has been given an appointment in the Tunnelling Company of Pembroke. Lieut. McCammon will soon be on his way overseas.

Max Cody, the London, Ont., representative of the Associated Press, has resigned from his position and has enlisted in the new Battalion that is being formed in London. He has been engaged in newspaper work in London for a number of years.

Charles Grafton, John Doherty and Robert De Hart, reporters on the London *Free Press* staff, are taking an officers' training course. Lieut. Grafton is attached to the 13?th Battalion, and Lieuts. De Hart and Doherty are on the 142nd, London's Own.

Frank Shore, formerly of the mechanical staffs of the *Herald* and the *Beacon,* Stratford, has enlisted as a private in the 77th Battalion at Ottawa, along with four others of the Ottawa *Free Press* staff: Jim Staples, Herbert Jarvis, Clifford Miller and Robt. English.

Still another member of the staff of the St. Catharines *Standard* has enlisted for overseas service. The latest is Mr. Thos. C. Weatherhead, of the city editorial staff, who has joined the 98th Battalion as a stretcher-bearer. He will be stationed with D Company at the Monarch barracks during the winter.

Announcement is made that Captain Jaffray Eaton of the 86th Machine Gun Battalion, occupying the position of Adjutant, is second in command of the 147th Battalion of Owen Sound, with the rank of Major. Capt. Eaton was formerly associated with The Toronto *Globe.*

Leonard Hinchcliffe, for ten years a valued employee of Orillia *Times,* has reported for duty with the *Simcoe* Battalion. Prior to going to Orillia, Mr. Hinchcliffe was with Warwick Bros. & Rutter, and Arbuthnot & MacMillan, Toronto, where he spent a year and a half, after serving his apprenticeship with the Orillia *Packet.*

Four members of the editorial staff of the London *Advertiser* are taking officers' courses preparatory to being attached to overseas units. They are Tom Smith, who is attached to the 135th Battalion; Carl Rich-

ardson, the 110th Perth Battalion; Clive Kennedy and Joe Walters.

H. Winberg, defeated candidate for the mayoralty of Toronto, is proprietor of the Toronto *Hebrew Journal*.

Sir Thomas White, Canada's Minister of Finance, just made a Knight, was in his earlier days on the editorial staff of the Toronto *Telegram*.

J. A. Head, for some time connected with the staff of the *Daily Times-Journal* of Fort William, has assumed the business management of the Galt *Reporter*, succeeding Col. J. D. Clarke, who goes on active service with the 111th South Waterloo Battalion.

Sergeant Paul Beaupre, now connected with the Remount Staff at Sandgate, England, was city editor of the Kingston *Standard* till November, 1914, when he enlisted as a private and went overseas. A few months ago he was sent back from France to his present post.

Hamilton has been selected by the Educational Research committee of the Associated Advertising Clubs of the World as one of the leading marketing centers of America in which it will make a thorough investigation of exact conditions of business and prospects for the year 1916.

On December 2nd, 33 years ago, the St. Thomas *Times* came out with its first edition, when the Railway City a straggling village whose growth depended on whether the Canada Southern Railway touched at that point or not. *The Times* has grown with the town where it is printed.

John L. Bell, of Oxford street, London, Ont., a former London and Calgary newspaperman, has volunteered for service with the mechanical transport section of the Imperial Army. Mr. Bell is a man of independent wealth and until he enlisted drove his own eight-cylinder machine.

Following the resignation of Sergt. George Martin of the Stratford *Herald*, to become sergeant in the 118th Battalion at Berlin, two new members were added to the staff of the *Herald*: Leonard Lavelle succeeds Fred Vivian, who becomes senior reporter. Miss Jean Hetherington has joined the staff as proof-reader.

Jack G. Doherty, son of W. B. Doherty, city solicitor, St. Thomas, has been given a commission in the 142nd Battalion, being recruited for overseas service in London. For the last couple of years he has been on the staff of the London *Free Press*, and prior to that time he was with the St. Thomas *Times*.

Officers of the Essex and Kent Publishers' Association were elected recently as follows: President, R. R. Brett, Essex; vice-president, A. C. Woodward, Chatham; Secretary-treasurer, W. R. Davies, Thamesville; Executive, C. Colwell, Wallaceburg, J. M. Denholm, Blenheim, C. W. Kellems, Kingsville, and D. Lane, Leamington.

As the result of a little missionary work the consent of all but one of the publishers of Norfolk county has been obtained to advance the price of their publications to $1.50 a year. Just one publisher, on the boundary line of Norfolk, holds out and it is likely he will be won over. The day of the dollar weekly is passing.

Two more of the London *Free Press* reportorial staff reported for duty in the 142nd City of London battalion: Lieut. J. G. Doherty, formerly of St. Thomas, and Lieut. Robert De Hart. Bert Perry, for some years sporting editor of the London *Advertiser*, has enlisted as a private in the 135th Middlesex County battalion.

Following the resignation of a number of London *Free Press* reporters to take positions in overseas battalions, three new men have been taken on the staff. W. Robinson, who is to be municipal reporter, was formerly a member of the Port Arthur *Chronicle* editorial staff. The other two are Messrs. R. Link and E. Dodd of London.

A recent weekly meeting of the Women's Press Club was made interesting by a visit from Archie Sullivan, who, after many years' absence from Toronto, has returned from a long visit to Australia. Mr. Sullivan gave a talk on his varied experiences in journalism, ranging from poems in papers to his month's editorship of The Lady's Realm.

Birnie Smith and Harry B. Muir, advertising managers of the London *Advertiser* and London *Free Press*, respectively, report that Christmas advertising is much more healthy this year than last. A general improvement has been noticeable lately and the size of the papers now begin to indicate that business confidence in London is almost at par.

Herbert D. Tresidder, who has been for the past three years associated with the Armac Press as sales manager, is leavin that firm on Jan. 1st to take a position with the Hunter Rose Printing Co., Toronto. Mr. Tresidder was previously with the J. J. Gibbons Advertising Agency, as manager of their printing department, for six years.

Umberto Ficcio an Italian, who was charged with operating a newspaper after he was ordered to discontinue its publication by the government, was remanded when he appeared before the magistrate, until further evidence could be secured. The paper was seditious and derogatory to the Allies. Ficcio was also accused of trying to hinder recruiting through his publication.

The Toronto *Mail and Empire* prosecuted Samuel Wziebrat (what a name) on a charge of stealing newspapers from the doorsteps of subscribers. The evidence went to show that there was a system whereby boys on bicycles went around in the early morning and picked papers from doorways where they had been delivered. The accused was remanded for sentence.

Charles Donald Lloyd, who is now filling the duties of quartermaster sergeant of the 91st Battalion, being recruited in St. Thomas for overseas, learned the trade of printer at the office of the Aylmer *Express*, and later took a course of instruction on the linotype machine. For about eight years he was operator at the *Municipal World*, resigning when he enlisted for overseas.

Private Robert Aikenhead, whose name appeared in a casualty list as killed, was one of the victims of St. Julien. He spent several years in various American and Canadian cities as a newspaperman. He worked for some time as a reporter on two of Toronto's dailies, the *Telegram* and the *News*. At the time of enlistment Pte. Aikenhead was assistant financial editor on the latter paper.

Some reorganization of the Stratford *Herald* news staff necessarily followed the recent resignation of Sergt. Geo. Martin to accept an important post in the 118th Battalion at Berlin. Leonard Lavelle succeeds Fred Vivian, who becomes senior reporter. Miss Jean Hetherington has also joined the *Herald* news staff in the capacity of proof-reader, in which important work she has had valuable experience.

The Journal Nugget, a two-page, cleverly edited monthly, is being published in the interests of the 250 people directly or indirectly engaged in the editing, manufacture and circulation of The Ottawa *Evening Journal*. It will report on the social, athletic and club activities of the office staff, newsboys and agents, and discuss means by which the paper may be, if possible, typographically and editorially improved.

Verne De Witt Rowell and Arthur Nixon of the London *Advertiser*, have joined the staff of the London *Free Press*, the former as reporter and the latter as day telegraph editor. George R. Shibley, formerly of Tavistock and Hamilton, has resigned the post of telegraph editor to take a course to qualify as lieutenant. Mary Pickford has joined the staff of the London *Free Press*, giving daily talks on her life in the movies.

Editor Smallfield of the Renfrew *Mercury*, who is also President of the Canadian Press Association, published in his paper, a 6-column report of the visit paid by him and E. Roy Sayles, publisher of The Port Elgin *Times*, and Chairman of the Weekly Section of the C.P.A. One could wish that this newsy, intimate and altogether delightful narrative was available in pamphlet form for distribution among all publishers.

Vincent Basevi has enlisted with the Imperial Army Service Corps as chauffeur. He received his education at the United Services College, Westward Ho, and the University College, London. Coming to Canada in 1911, he worked on the editorial staffs of the *World*, the *Mail and Empire* and the *News*. In June, 1914, he became chief of staff of the Toronto Bureau of Municipal Research, which position he held until the time of his enlistment.

Major F. G. Stanbury, adjutant of the 91st Battalion, was honored by the management and staff of the St. Thomas Times Printing Co., when he was presented with a complimentary address, a wrist watch, a cut glass vase and a pair of military brushes. Major Stanbury, up to the time of his enlistment, was in charge of the *Times*' linotype department. R. J. Dunsmore, editor, read the address, and L. H. Dingman, managing director, and Thomas Keith, city editor, handed over the gifts.

James D. Clarke, a son of the late Lieut.-Col. Charles Clarke, of Elora, and a former Speaker of the Ontario Legislature, is the Lieut.-Col. commanding the South Waterloo Regiment, the 111th Battalion. Lieut.-Col. Clarke has been manager of the Galt *Reporter*, for several years, and previous to that was on the staff of the Peterboro *Examiner*. He has had considerable experience in the Canadian Militia, and before accepting his new command was officer commanding the 29th Regiment, Highland Light Infantry.

Sergeant "Bill" Turley, survivor of a solid year of fighting in France and Belgium, has landed in Canada and is on his way home, to the great joy of his friends. Sergeant Turley was a member of the Toronto *Telegram* editorial staff when he enlisted as a private in the Nova Scotia Highlanders a year ago last September. He was in the trenches for months, but rheumatism got him at last, and his eyesight, which almost prevented him from enlisting, played out under the strain of shooting up Germans. Sergeant Turley is well known as the "Little Britain Stories" and "Camp Confidences." He was former lightweight champion boxer of Canada, and is an all-round sport.

The 74th Rag is the title of a journal published by the battalion at the Toronto Exhibition Camp, and edited by Lieut. W. T. Willison, late of the staff of Toronto *Daily News*, and son of Sir John Willison, the

editor of that paper. Among the other journalists on the 74th staff is Captain J. F. Wandless, who latterly was Assistant Registrar of Aliens and Lieut.-Col. Windeyer, Commander of the 74th. But the 74th is not the first overseas battalion to publish a newspaper, the claim for that distinction comes from Barrie, Ont. The 76th publishing there *The Barrack Bugle*, which records the multifarious doings of that battalion.

Captain John A. Cooper, editor of the *Canadian Courier*, and head of the Courier Press Limited, publishers, has gone back on the active service list of officers, with his old regiment, the Queen's Own. Captain Cooper retired with the rank of captain in 1912, having been attached to the Q.O.R. ever since the days of the old "K" company at the University in 1890. When the call came for retired officers to help with the training of recruits, Captain Cooper rejoined the Queen's Own, and has been helping the work of recruiting the 114th Battalion in Haldimand. He has placed himself at the disposal of the authorities for whatever service the occasion seems to demand.

QUEBEC

W. Headley of the *Daily Mail* has gone to the *Gazette* to report the civil courts.

D. Butler of the Quebec *Telgraph* has become night news editor on the *Daily Mail*.

E. J. David, formerly sporting editor of the Montreal *Daily Witness*, is now on the Los Angeles *Express-Tribune*.

Joe Chandler, a press agent of the *Orpheum*, has recovered his $250 bull-dog which went astray a few days before Christmas.

Harry Somerville, late of the *Herald*, now an aviator in training at Ithaca, lectured recently on flying machines at Cornell University.

Smeaton White, editor of the Montreal *Gazette*, has been appointed a member of the Canadian Commission of Hospitals for Wounded Soldiers.

L. A. Lubbock, of Toronto, and Arthur Shea, a Montrealer, have joined the *Herald* reporting staff, and James Hargadon, has left to take a post with the C. P. R.

Wm. Lucy, who has been in the employ of the Cookshire Chronicle Printing Company during the past six years, has severed his connections with the company and gone to Montreal.

Oliver Asselin, brilliant young Nationalist journalist, has offered to raise a French-Canadian Battalion, provided the command of it is given to an officer who has seen active service. Mr. Asselin will serve as a Major.

John S. Lewis, responsible editor of the Montreal *Star* for the last three years, has resigned in order to join the overseas battalion General Meighen is organizing in Montreal. Mr. Lewis has been connected with the editorial management of the *Star* for sixteen years.

Major J. A. Filiatrault, in command of one of the companies of the 22nd French-Canadian Battalion, has been wounded and is now in a hospital in London. He joined the regiment as a captain, and received promotion while the regiment was at St. John's, Que., in training. He was news editor of *La Presse*, and one of the best known newspapermen in Montreal.

The case of Jules Crepeau, assistant city clerk, against *Beck's Weekly* et al., Montreal, for $25,000 damages for alleged libel has been settled by the payment to plaintiff of $100 and the costs of the action. *Beck's Weekly* ran an article, based on alleged discoveries by detectives, in which Crepeau was accused of alleged irregularities in the discharge of his official duties.

C. W. Cavers, formerly editor of the Sunday *World*, Toronto, who enlisted in Montreal with the 60th Battalion last summer, has been given a provisional lieutenancy in the 104th Battalion, and is qualifying at the camp in Sussex, N.B. After he left Toronto he was editor of the Montreal *Herald* and later was with the Montreal *Standard*.

Prof. Robert Taschereau, Laval University, has entered action for a hundred and ninety-nine dollars against the Montreal *Daily Mail* for its story of the Bourassa meeting. The action arises out of the *Mail*, declaring that the stage was filled with professors and students of Laval University. He asserts that the article of which he complains tends to give the impression that the professors of Laval took part in a seditious assembly, which is false, deceitful and malicious. Prof. Taschereau denies attendance, and says that, in his opinion, what was attributed to the orator constitutes an act of treason, and as such merits the reprobation without reserve of all British subjects.

MARITIME PROVINCES

Joseph Holloway, one of the oldest printers in Nova Scotia, is seriously ill.

H. J. McAvity, for some time employed as pressman in a Fredericton newspaper office, has enlisted.

Printing and binding is good throughout the provinces. There are no idle printers in this section of Canada.

There has been no slackening off in the matter of job printing this season, and it is thought to run well into the new year.

The opening of the lobster season on the 15 Dec., gave Yarmouth printers heavy business in the item of labels and blank forms.

Arthur English has resigned his position on the editorial staff of the *Mail and Advocate*, of St. John's. He is being succeeded by J. J., St. John.

Moncton has a new paper called the *Church News*, published by Archie McLeod. It appears every Saturday, and is well arranged typographically.

Howard V. Wallace, of Halifax, whose death has been reported in the official casualty list, was for some years a member of the Halifax Herald staff and later was attached to the staff of the Amherst *News*.

Cecil H. C. Ruffee, of Bridgetown, N.S., a former employee of the Bridgetown *Monitor* and later of the New Glasgow *Evening News*, is now manager of the Leonard *Journal*, a weekly paper published at Leonard, North Dakota.

D. B. Weldon, the city editor of the Moncton *Times*, who passed as Lieutenant at Kingston, has received a commission in connection with one of the Battalions now being organized in the Maritime Provinces for "the front."

In the libel action of Capt. A. Kean, vs. the publishers of the *Mail and Advocate*, the first jury brought in a verdict for eighteen hundred dollars against the paper. In the appeal, however, the amount was reduced to one hundred dollars.

From Halifax comes No. 1 of Vol. 1 of "*The Thistle*," the paper of the 85th Overseas Battalion. At least one half, if not more, of this interesting sheet, is filled with advertising matter, provided by the merchants of Halifax.

Capt. (Rev.) D. V. Warner, who went to the front with the 25th Regiment, has resigned as rector of All Saints' Church in Shelburne. The reverend gentleman was the editor of the Shelburne *Gazette*, which position he has held ever since that paper was acquired by John C. McLeod, of Halifax.

Fred. Lancaster, the popular Maritime Province representative for the Canada Paper Co., who resides in Halifax, left this week for Montreal, where he is shortly to be married. His friends in the printing trade wish him and Mrs. Lancaster every happiness and prosperity. They will reside in Halifax.

Three more members of the St. John *Standard* staff have enlisted, making a total of seven from that paper. The latest were Alexander W. Thorne, city editor, Willard G. McGinley and Howard Jamieson, both of the news staff. All three have joined the 140th Regiment.

Geo. E. Herman, B.A., Dalhousie, Ill., has been appointed editor and manager of the Western *Chronicle*, of Kentville, N.S. Since he was graduated he has seen considerable newspaper experience, having served on the staffs of the Halifax *Chronicle*, Dartmouth *Patriot* and St. John *Globe*.

John Malenfant, one of the principals in the Maritime Press Ltd., printers, Moncton, N.B., has been appointed Recruiting Officer for the 165th Battalion of Acadiens. Mr. Malenfant was a journeyman printer, and worked his way up from a printer's devil. For many years he was the foreman of *Le Moniteur Acadien*, of Shediac, N.B.

Fred. H. Glasby has joined the staff of the St. John *Standard*, which has lost twelve of its employees through enlistment in the militia service of the Empire, a record probably unsurpassed in Canada. Mr. Glasby was for nineteen years a member of The Associated Press staff at Boston, holding the positions of night manager and day manager of the New England office.

"Noodles" Fagan, King of the Newsboys, was in St. John recently. "Noodles" is known over all the world. He is a vaudeville artist, and has won the commendation of President Woodrow Wilson. While in St. John, the *Globe* newspaper of that city treated its "newsies" to free seats at the theatre where "Noodles" was performing.

Word has been received that Erskine Trueman has enlisted in Canada's army in Calgary. Mr. Trueman is a Maritime Province man. He learned his trade on the old *Maple Leaf*, published in Albert, N.B. In 1898, he went to Truro to enter the employ of the *Times-Guardian*, but after a few months on that paper joined the staff of the *Daily News*, where he remained until the outbreak of the Boer War, when he enlisted and served all through that war with the Canadians. Returning to Canada, he lived for a time in Point de But, N.B., and then went West.

NEWFOUNDLAND

Private Jas. Evans, formerly foreman of the St. John's *Herald* pressroom, but who volunteered with the First Newfoundland Regiment, has been wounded at the Dardanelles.

A. L. Barrett, manager of the Curling Western *Star*, spent a couple of weeks of November stalking the lordly caribou, with which the interior of Newfoundland is literally alive.

J. S. Boyd, editor of the Moncton *Times*, was recently bereaved of his wife, and afterwards went to visit his daughter, who resides in Calgary. He has now returned to his editorial duties.

J. W. Withers, King's Printer and editor and proprietor of the Newfoundland Royal *Gazette*, accompanied by Mrs. Withers, spent several weeks touring Canada and the United States. They have returned home.

Several printers who went as privates to the front as members of the First Newfoundland Regiment, have been promoted. Of late we note Gus Canning, as Sergeant, and Herbert Taylor, as Corporal. The former was of the linotype staff and the latter of the press-room staff of the St. John's *Herald*.

Charles Pennell, formerly of the Curling Western *Star* mechanical department, with the First Newfoundland Regiment, while searching for enemies in Scotland, fell down a steep hill and badly injured his back. He also sustained internal injuries



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that they have greatly enlarged the range
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and spent four months in hospital. He is expected to return home early in the new year.

The usual holiday publications are making their appearance. Among the first is that of the Holiday *Messenger*, a house organ issued by Azre & Sons. The Twillingate *Sun*, Trinity *Enterprise*, St. John's *Free Press, Mail and Advocate, Plaindealer, Trade Review, Harbour Grace Standard, Big Roberts Guardian, Curling Western Star* and other weekly and daily papers are preparing a special edition. Then there will be *Christmas Bells* by Gray & Goodland, *Chimes*, by Barnes & Co., *Nfld. Quarterly*, by J. Evans, and many others.

William M. Dooley, at one time editor of the Curling Western *Star*, and more recently of the Bell Island *Miner*, died at East Boston on November 29. Deceased, who was born at Battle Harbor, Labrador, forty years ago, was at one time on the editorial staff of a paper in Campbellton, N.B.; he also served as reporter on the St. John, N.B., *Globe* for a time, and at different times he served as reporter on the Boston *Post* and other United States papers. Three years ago he started a Sunday paper in St. John's, Newfoundland, which was practically still-born, in that it succumbed at its first issue. About six years ago Dooley married Miss Maud Irvine, daughter of Capt. S. A. Irvine, of Bermuda, B.W.I.

MISSING

F. Page Wilson, for years a well-known Toronto editor, is missing—it is believed "Somewhere in France."

Over a year ago Mr. Wilson, having sold out his interest in the trade paper publishing firm of Biggar-Wilson, Limited, Toronto, removed to Florida, and bought a half interest in a fruit ranch and winter resort at Eden on the Florida East Coast Railway. In August last, while picking fruit on his place, a cocoanut fell from a tree and struck him on the head. He was stunned by the blow, but recovered, and a few days afterwards went to a neighboring town on business. Nothing further has been heard of him, although extensive inquiries have been made through the press, the hospitals, asylums, etc., throughout the State.

Mr. Wilson had a most successful career as a Canadian. He had a clear and forcible style of expression. He was an editorial writer on the *Canadian Engineer* in the first years of its existence in Montreal. After a sojourn in Florida and a short time in Cuba during the exciting times of the Spanish-American war, he returned to Canada and became assistant editor of the *Monetary Times*. Later he assisted in forming the trade paper publishing firm of Biggar-Wilson, Limited, and became one of the editors of the Pulp and Paper Magazine, The Canadian Textile Journal, the Canadian Miller and the Telephone Age. He was also the first editor of Canada First, which was the pioneer of the movement for popularizing things "Made in Canada." He is a man of striking personality and 46 years old.

The Dead

T. G. WILSON

Thomas Grainger Wilson, senior partner in the firm of Wilson-Munroe Co., wholesale paper merchants, died at his home in Oakville, on Dec. 20th, after a short illness.

Up to ten days before his regretted death, he had been in apparently good health and regularly attending to business when a slight indisposition kept him indoors. It was thought that he would be around again in a few days, but towards the middle of last week bronchial pneumonia set in and despite the skill of the best physicians and tender nursing, he passed peacefully away.

Mr. Wilson, who was in his seventieth year, was a native of Crammond, Edinburgh. He belonged to a good old Scottish family, the late Professor Sir Thomas Grainger Stewart, one of the physicians to Queen Victoria, being a full cousin. As a boy, he was apprenticed to the book binding trade in his native city and spent many of his early years binding the legal volumes in Parliament House, Edinburgh, the meeting place of the old Scots Parliament in by-gone centuries. He came to Canada in 1870 and continued in his trade with James Campbell & Co. After being connected with one or two firms in the same kindred business, he ultimately became connected with the Wilson-Munroe Co., paper merchants, Toronto, being senior partner of this firm at the time of his death.

By a thorough knowledge of his business and close care and attention, Mr. Wilson built up a large trade and commanded the respect and confidence of a wide circle of business men. He was a member of the Board of Trade in Toronto and a Liberal in politics. For many years he resided in West Toronto, and took an active part in the work of the church. A true Presbyterian, Mr. Wilson loved the church of his forefathers. He knew the story of the bloody struggle she had passed through to gain her freedom and he greatly valued the democratic system of her government. Some of the more modern forms of church worship did not meet with his approval, he being one of the old school. He was a member for some time of St. Andrew's church, King Street west, Toronto, and was an active helper in the mission work of that congregation.



THOS. GRAINGER WILSON,

Who died Dec. 20, 1915. A man among men, beloved by his friends, business associates, and employees. For many years senior partner in the firm of Wilson-Munroe Company, Ltd., wholesale paper merchants, Toronto.

Perhaps the outstanding features about Mr. Wilson's character were his strict, unbending integrity and his genial personality. You felt this about him, that nothing could be ever said or done that could possibly swerve him from the right. His upright character was as solid as the rock on which Edinburgh Castle stands. He had been tried and stood the test, and in this respect his life was a living sermon to those who knew him. He was always considerate of others and ever carried about with him a fine old-world courtesy, the mark of a true gentleman. His philanthropy and liberality, his public-spiritedness and zeal, his unassuming manner and commendable reticence, and his irreproachable public and private life need not be referred to in this brief sketch. Of him it might be aptly said he was

"....Formed on the good old plan,
A true and brave and downright honest man:
He blows no trumpet in the market place,
Nor in the church...."

"Loathing pretence, he does with cheerful will
What others talk of while their hands are still."

Mr. Wilson loved nature and was never happier than when working in the garden at his home on Dundas Street, which he named Crammond House, after his birth place. After going to Oakville nine years ago, he at once took a keen interest in the welfare of the town, and letters from his pen to the local papers from time to time contained many valuable suggestions in the way of civic improvement. He will be much missed by all who knew him. If ever the saying was true of anybody it is true of T. G. Wilson, that he has left the world better than he found it.

* * *

Printer and Publisher extends its sympathies to Mr. Wilson's kindred who survive him, and to the firm of which he was the honored head.

JEAN TOUSSAINT THOMPSON

Jean Toussaint Thompson, formerly one of the best known French stenographers and journalists in Montreal, died at the age of eighty-two.

Mr. Thompson was one of the pioneers of Pitman shorthand in Canada, devising an adaptation of his own writing in French. He was, too, a link with Confederation days, for he was one of the stenographers employed to take official notes of the proceedings.

In partnership with Mederic Lanctot, he published the *Union Nationale* in 1864 and was connected with *La Presse* of that day.

JAMES BURNS

James Burns, aged 86, who went to Vancouver thirty years ago from Hamilton, Ont., where he had lived for many years, is dead. He was the first editorial writer on the Vancouver *Telegram*, a pioneer Vancouver paper, now defunct. Years ago he did a good deal of writing for the Hamilton *Spectator*, under the nom de plume of Jonadab. His wife, four daughters and three sons survive him.

WM. WOODROW

William H. Woodrow died in Winnipeg. Mr. Woodrow was prominent in the West as a journalist and poet. His poetry was always under the non de plume "Bill Horning." He had in the past contributed regularly to the Winnipeg *Free Press* columns. In insurance circles Mr. Woodrow was known from coast to coast. He was a native of Norwich, Ont., and went to Winnipeg in 1883; in 1886 he went to Boissevain, Man., where he remained until 1900, returning to Winnipeg city in that year. In this city he was the local representative of the Manufacturers' Life.

A. B. GRACE

Andrew Benjamin Grace, one of the pioneers of Fort Steele and for many years a familiar figure in Cranbrook, died in the latter city in December.

The late Mr. Grace was born in Boston nearly seventy-two years ago, and served in the American navy during the civil war. After the war he came to Canada with Mrs. Grace. About the year 1896 he moved to Fort Steele and followed the occupation of a painter and decorator.

Fort Steele at that time was a bustling community and, like many other places, desired a newspaper. The deceased with commendable energy at once undertook to fill the want and start a newspaper. Without type, printing press or equipment he commenced his paper, which he named the *Prospector*, and for some time issued a sheet under that name on a mimeograph.

Those who have had any experience with a mimeograph will realize what a laborious job it must have been to print a newspaper, even a small one, by this method. However, he persevered until he was able to install a printing press, and eleven years ago moved the *Prospector*, plant and business to Cranbrook, where it was issued under his ownership until the year 1912.



PRICES FROM $5 UP

ALL DEALERS

WETTER

Numbering Machines

Appeal to the careful buyer; the one who wants the best; the Wetter record of thirty years proves that they stand up where others fail.

If your dealer does not carry the Wetter do not accept a "Substitute"—go to the dealer who does sell them.

WETTER NUMBERING MACHINE CO.

255-261 Classon Avenue, Brooklyn, New York, U.S.A.

Have you used E. PULLAN'S

MADE IN CANADA

WASHED, STERILIZED

WIPING RAGS ?

Please quote on Washed and Sterilized Wipers.

Name .....

Address .....

To E. PULLAN, 20 Maud St., Toronto

Information cheerfully given. **Just cut out slip and mail.**

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

WANTED

WANTED—BRIGHT YOUNG MAN WITH two or three years' experience as Job Compositor. Good opportunity for right party. State age, experience and salary expected. Box 512, Printer and Publisher.

WHOLESALE AGENTS WANTED IN Montreal, Winnipeg, Ottawa and Vancouver, to carry my exclusive lines of gilt-edged, beveled and tinted bordered cards manufactured solely by me; good commission to reliable representatives. John Bradford, 70 Lombard Building, Toronto

BUSINESS CHANCES

NEWSPAPER FOR SALE OR WILL lease to responsible printers. Situated in one of Alberta's best towns, and increasing each month. A first-class proposition for two men. Other business interests demand full time of proprietor, who will sell on reasonable terms. Apply Box 510, Printer & Publisher.

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED

111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

PRINTERDOM

DIARY FOR 1916

The familiar and useful pad diary issued annually by the Canada Paper Company for complimentary distribution has been received for the year 1916. This diary is made to advertise various lines of papers made by the Canada Paper Company.

NOTICE OF ANNUAL MEETING

The annual meeting of the members of the Ben Franklin Mutual Casualty Insurance Company will be held at its office, Insurance Exchange Building, Chicago, Ill., on Wednesday, January 26th, 1916, as provided by the by-laws. The meeting is for the election of directors to fill the vacancies caused by the expiration of the terms, and for the consideration of such further business as may properly be brought before it.

ANNUAL MEETING, MONTREAL PRINTERS' BOARD OF TRADE

The eighth annual business meeting of the Montreal Printers' Board of Trade was held on December 17th.

The officers elected for the ensuing year are as follows:

President, W. W. Southam; Vice-President, Wm. A. Desbarats; Treasurer, Gerald M. Markham; Secretary-Manager, Chas. H. Tice. Directors: E. Daoust, Eugene Tarte, C. C. Ronalds, Gain E. D. Corneil, Travice A. Tod.

The annual banquet of the Board will again be omitted this year, to be replaced by monthly meetings.

PRINTING TYPE BOOK

From Miller & Richard, Edinburgh, London, Toronto and Winnipeg, has been received a very attractively bound volume entitled "Specimens of Printing Type," illustrating Miller & Richard Antiques, Blacks, Grotesques, Romans, Ionics, Sans-Serifs, Scripts and Borders.

A book of this kind has a very large value to printers giving deep attention to superior typography and who have a library of volumes of printing types.

Type is a subtle thing. Every face has its appropriate uses and its significance; and it is only by a close and constant study of it that perfection of composition can be achieved.

OFFSET PRINTING

The New York *Times* is installing offset printing presses, made by Walter Scott & Co., for the printing of its Sunday Supplement. The demand for this type of press is increasing. Walter Scott & Co., receiving orders for twelve machines in ten days.

VISITED NEW YORK

Thos. Bland, manager the Canadian Linotype Co., was in New York in December, attending the annual meeting of the parent company.

HOE PRESSES

From the Montreal office of R. Hoe & Co., New York and London, have come supplementary inserts illustrating and describing magazine and periodical Rotary Web perfecting presses and a sheet fed Rotary Art Press.

All Hoe products ar important, and these supplements ought to be possessed by every printer and publisher now or soon to be in the market for presses of the kind described.

NEW AGENCIES IN TORONTO

G. A. Todd, for the past five years Toronto salesman for Miller & Richard, has entered business on his own account and will represent in Canada the Walter Scott & Co., Plainfield, N.J., makers of printing presses; Stokes & Smith, Philadelphia, makers of a fast rotary press; and Rich & McLean, New York, dealers in second hand printing machinery.



G. A. Todd, newly-appointed Canadian Agent for several U.S.A. firms, engaged in the manufacture or sale of printing machinery and supplies.

Mr. Todd is a practical printer and brings to his new responsibilities a large experience.

HAMILTON NOTES

Nine of the members of the Hamilton Typographical Union have enlisted for overseas service, and the union has granted them a bonus of $25 each; also keeping them good on the books.

The following officers were elected for the coming year at the annual meeting:

President, Fred. Aldridge, senior; First Vice-President, Geo. Thompson; Second Vice-President, Fred. H. Shaw; Recording Secretary and Journal Correspondent, R. J. Robb; Financial Secretary, John J. Burns; Treasurer, Edwin James; Sergt.-At-Arms, Geo. Henderson; Union Labor League, Will Cooper, Jesse Hyde, A. J. Waite; Trades and Labor Council, C. L. Aitchison, Will Cooper, Fred. Shaw, Geo. Thompson, William McKeegan; Trustees, A. J. Taylor and David Fairclough.

The officers of No. 8 company, known as the printers' company, of the Hamilton home guard, are making a special effort to recruit their ranks to full strength. Every man engaged in the printing, lithographing and allied trades has received an invitation to join the ranks of No. 8 and prove that his loyalty is equal to "an hour each week" for the Empire. The company has the use of the armory floor for drill purposes every Tuesday from 5.15 to 6.15 p.m. Each man goes direct from his work and puts in an hour of drill. At 8 o'clock the same evening he can, if he wishes, attend the company school at the indoor ranges and have some lively sport with the boys.

AMERICAN TYPE FOUNDERS

The December issue of the *American Bulletin*, published as a house organ by the American Type Founders Company, is a particularly attractive and interesting issue. It features Cloister Bold and Cloister Bold Title, new members of the Cloister family. But its other contents will be found by readers suggestive, informative and pleasing.

WINNIPEG NOTES

Chas. Hawley, financial secretary Typographical Union, was taken to the hospital, suffering from an attack of pneumonia. Charley is sergeant-paymaster of the Nineteenth Regiment.

The next perennial to show signs of life was the news scale, and it was decided to open the scale in January. That will mean busy times for a while, but the boys believe that an increase will result, in view of the good showing of business during the past few weeks.

The Stovel Co. has been fairly busy lately, and a night staff is on the job.

Lawrence Tew, for some time an operator at the Henderson Directories, has drawn his card and returned to Toronto.

Vancouver local has 26 men at the front, or who have been there. Of these but one, Lieut. R. P. Latta, one of Canada's crack shots, has been killed, although a number have been permanently disabled and invalided home.

IN TORONTO

The business outlook is better and several of the plants which have been running short time almost since the beginning of the war are now running full, and in one or two cases with a little overtime, which is very acceptable to the men at this season of the year. The activity is greater in the pressroom than in the composing department, where there is still a chance for rush jobs.

There is without doubt greater efficiency in all our plants from the efforts at economy of production that has been made during the last eighteen months, and this will work to advantage, as there will be a shortage of help as soon as the real business awakening comes. Already there is a shortage of press-feeders and really first class pressmen.

An encouraging feature of the present conditions is a healthy inquiry regarding the cost system from those who have either been without a system or using some makeshift.

The interest in the estimate class keeps up and there is no doubt of the good it is doing. The other evening one student remarked "Why, I never knew there was so much to estimating. I don't wonder we make mistakes when we guess."

Early in the New Year it is proposed to establish a class in cost finding if a sufficient number of students enroll to make it worth while.

WEEKLY BLACK

for better results on the weekly newspaper

Prints Black and clean on cuts and adds 100% to the appearance of your paper.

Will not dry on the Press.

Now being used by scores of Canada's leading Weeklies.

SINCLAIR & VALENTINE CO. OF CANADA, LIMITED

233 Richmond Street West, TORONTO — 173 McDermott Avenue, WINNIPEG

Equipment For Sale

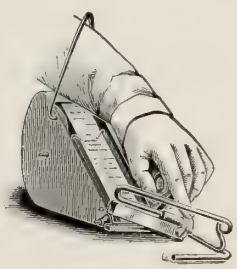
One oak cabinet of 40 cases. Each case is equipped with rests, so that it may be drawn the full length from cabinet and remain suspended.

This cabinet is comparatively new, and may be bought at a right price, owing to owner making changes in equipment.

Box 509

c/o Printer & Publisher

143 University Avenue, Toronto, Ont.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

Say you saw it in PRINTER & PUBLISHER.

Successful Weekly Newspapers



are the ones with good local circulations. Local circulation, of course, is the only kind worth having, for upon it depends a paper's influence, and its value as an advertising medium. Advertisers want to know how many copies of your paper go to people in your own community. They can reach people in other communities with other media. If your paper has a good home circulation you can offer advertisers something they can't get elsewhere. Advertisers like to spend their money with a paper that can make such an offer.

Getting home circulation is one of the big, attractive features of my system of circulation building. My last contest—for the Sackville (N.B.) Post—increased that paper's circulation in Westmoreland County, more than 65%. I have added as much as 150% to the home circulation of a newspaper. I can increase the home circulation of your paper. Write me. All correspondence confidential.

JOHN S. SCOTT

Builder of Newspaper Circulations

343 CRAWFORD STREET, TORONTO

Two dollars a year is all it costs to have this publication sent to you for one year.

Can you think of any way of spending that dollar to better advantage?

Homespun Covers

are made in six subtle, alluring hues. Grays, Browns, Greens and Blues, in their wonderful color blendings—so neutral that almost any ink is the paper's affinity.

We can't describe HOMESPUN colors—you must see them. You must use them to thoroughly appreciate how they improve a catalogue's appearance.

HOMESPUN COVERS are not expensive—when you see them you will wonder why they do not cost more.

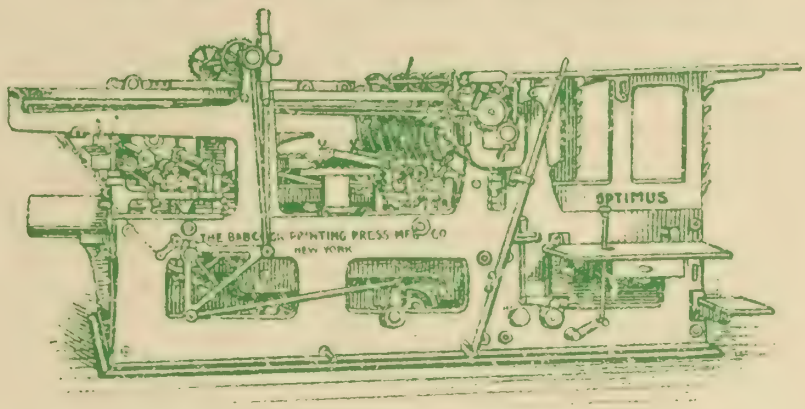
Samples on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Say you saw it in PRINTER & PUBLISHER.

THE BABCOCK "OPTIMUS"



Optimus Economy

Economy in the press room means profitable business; the lack of it spells disaster. No amount of business ability can compensate for the loss sustained by using machines that are not time savers.

ALL BABCOCK PRESSES

Whether one revolution or two, are the

GREATEST SAVERS of TIME, LABOR, MATERIAL and MONEY.

We have at hand a letter from a customer who, less than a year ago, bought two of our machines and now writes to duplicate his first order, adding: "An increase of 25 per cent. in the output of my cylinder press department since the installation of the new machines, has shown me how to close up a leak of many years' duration."

This printer has worked out his per cent. of saving wholly on the basis of the

Many Economies of the "Optimus"

They must appeal to every Printer who is in the business to make money and enjoy his work while doing it.

Our latest catalog tells of many of them. Write for the Catalog. Talk with men who

RUN THE "OPTIMUS"

and remember that

Our Best Advertisements are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

GENUINE LINOTYPES
A Machine for Every Office

PRICES and TERMS:	Within the reach of any printer or publisher.
ALLOWANCES:	We are, for the present, making generous allowances in trade for old typesetting machines.
GUARANTEE:	Our unquestioned responsibility is back of every article we manufacture.
QUALITY OF PRODUCT:	The very best.
INSTRUCTION:	We teach your employees the mechanism and operation of our machines.
UPKEEP:	Almost negligible.
MATRICES:	More than 1,200 faces to select from.
SERVICE:	No waiting. Large stocks always on hand. Agencies at convenient points.
TESTIMONIALS:	Our files are filled with letters of endorsement from satisfied users. We can refer you to such a user close by.
INFORMATION:	Write our nearest office or permit us to send one of our representatives.



CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne St.

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

Printer and Publisher

February
1916

The MacLean Publishing Co., Limited
Toronto : Montreal : Winnipeg

We're specialists in



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.

New Canadian Members of the A.B.C.

continue to be received at a gratifying rate by the Audit Bureau of Circulations which closed the year 1915 with a record for growth and progress.

The Bureau has made over 800 audits of publications in the last 15 months, and the number of reports which it has issued during this period exceeds a million and a half.

The list of Canadian members or applicants for membership revised down to date is as follows:

General Advertisers

Armour & Co. ..... Hamilton
Canadian Kodak Co. ..... Toronto
Canadian Pacific Railway ..... Montreal
Canadian Postum Cereal Co., Ltd. Windsor
Carter Medicine Co. ..... Montreal
Centaur Company, The ..... Montreal
Coca Cola Company ..... Toronto
Cudahy Packing Company ..... Toronto
The N. K. Fairbanks Co..... Montreal
Dr. Peter Fahrney & Sons Co.... Windsor
H. J. Heinz Company ..... Toronto
Hupp Motor Car Co. ..... Windsor
B. J. Johnson Soap Co..... Toronto
Libby, McNeill & Libby of Canada, Ltd. ..... Guelph
Maxwell Motor Co. of Canada, Ltd. ..... Windsor
Scott & Bowne ..... Toronto
William Wrigley, Jr., Co., Ltd.... Toronto

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J. J. Gibbons, Ltd. ..... Toronto
H. K. McCann Co., Ltd..... Toronto
J. Walter Thompson Co., Ltd..... Toronto

Newspapers

ALBERTA

Herald ..... Calgary
News-Telegram ..... Calgary
Bulletin ..... Edmonton
Journal ..... Edmonton
Herald ..... Lethbridge

BRITISH COLUMBIA

Province ..... Vancouver
Times ..... Victoria
World ..... Vancouver

NOVA SCOTIA

Herald and Mail ..... Halifax

MANITOBA

Free Press and News Bulletin... Winnipeg
Telegram ..... Winnipeg
Tribune ..... Winnipeg

ONTARIO

Expositor ..... Brantford
Times ..... St. Thomas
News-Record ..... Berlin
British Whig ..... Kingston
Advertiser ..... London
Free Press ..... London
Citizen ..... Ottawa
Free Press ..... Ottawa
Journal ..... Ottawa
Herald ..... Stratford
Standard ..... St. Catharines
Star ..... Toronto
Telegram ..... Toronto
Globe ..... Toronto
Mail and Empire ..... Toronto
World ..... Toronto

PRINCE EDWARD ISLAND

Guardian ..... Charlottetown

QUEBEC

Evening News ..... Montreal
Gazette ..... Montrea
Le Devoir ..... Montreal
Mail ..... Montreal
Star ..... Montreal
Record ..... Sherbrooke

SASKATCHEWAN

News ..... Moose Jaw
Times ..... Moose Jaw
Province and Province and Standard ..... Regina
Leader ..... Regina
Phoenix ..... Saskatoon
Star ..... Saskatoon

Agricultural Publications

Canadian Farm ..... Toronto
Farm and Dairy ..... Peterboro
Farmer's Advocate and Home Magazine ..... London
Grain Growers' Guide ..... Winnipeg
Nor'-West Farmer ..... Winnipeg

Weeklies

British Whig ..... Kingston
Canadian Courier ..... Toronto
Family Herald and Weekly Star. Montreal
Mail and Homestead ..... Halifax
Saturday Standard ..... Montreal

Trade and Technical

Canadian Grocer ..... Toronto
Printer & Publisher ..... Toronto

Magazines

Canadian Home Journal ..... Toronto

Publishers in Canada contemplating membership in the Audit Bureau should write and ascertain where A. B. C. auditors are conducting examinations in Canada and have audits of their circulations made while the Bureau's auditors are on the ground, thus saving on traveling expense of the examiners.

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A·B·C

AUDIT BUREAU of CIRCULATIONS

RUSSELL R. WHITMAN, Managing Director

703-16 15 E. Washington Street, Chicago, Ill.

BARGAINS IN
Rebuilt Printing Presses

We have the following stock of used Perfecting Newspaper Presses for sale:

ROTARY STEREOTYPE PRESSES

Goss Standard 64-Page Octuple Press, Four Plates Wide with one Color Attachment.

Hoe Sextuple 48-Page Press, Four Plates Wide.

Hoe Right Angle 32-Page Quadruple Press, Four Plates Wide.

Goss Four-Decker 32-Page Straightline Press, Two Plates Wide, Black Printing.

Goss Four-Decker 32-Page Straightline, Two Plates Wide, with Three Color Combination Top Deck.

Hoe Three-Roll 24-Page Press with Observer Style Folder.

Hoe Three-Deck 24-Page Straightline Press, Two Plates Wide, with One Extra Color.

Hoe Double Supplement 24-Page Press.

Potter Three-Deck 24-Page Press, Two Plates Wide.

Scott Three-Decker 24-Page Press.

Goss Two-Deck 20-Page Press, Lower Deck Three Plates Wide.

Goss Three-Deck 28-Page Press, Lower Deck Three Plates Wide.

Goss Three-Decker 24-Page Straightline Press, Two Plates Wide, with Three Color Combination Top Deck.

Goss Supplement Clipper Press, 4 to 16 Pages.

Campbell New Model Press, 4 to 8 Page.

FLAT BED PRESSES

Goss Semi-Rotary Press, 4 to 14 Pages.

Twelve-Page Duplex Angle-Bar Press.

Cox Duplex QQ Press, 4-6-8 Pages.

Cox Duplex Double Drive Angle-Bar Press, 4-6-8 Pages.

These Machines are offered thoroughly overhauled, rebuilt and tested in our factory.

Kindly let us know your requirements as to size of product, number of pages and capacity and we will cheerfully furnish prices and terms.

THE GOSS PRINTING PRESS CO.

CHICAGO, ILLINOIS
MAIN OFFICE AND FACTORY:
16th Street and Ashland Ave.

NEW YORK CITY
METROPOLITAN BLDG.
No. 1 Madison Ave.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

GOLDING

PRESSES AND MACHINERY IN A PRINTING ESTABLISHMENT ARE INSURANCE AGAINST LOSSES AND ASSURANCE OF PROFITS

Golding Jobbers

A careful examination of the various job presses on the market will reveal to any discerning printer the many points of merit and high intrinsic value of the Golding Jobbers.

They have greater strength, a splendid ink distribution and deliver a superior product at a higher speed than other presses.

In the latest model are added a number of improvements that contribute to the further efficiency of the Golding Jobber.

Golding Paper Cutters

Our cutters have the prime requisites of accuracy, durability and speed, and will stand up unfailingly under the hardest use to which they may be subjected.

They are convenient to operate, have safety starting lever and deliver at all times a clean cut.

A number of exclusive features found only in Golding Cutters make them stand out from all others.

OTHER GOLDING PRODUCTS

The Pearl Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Safety Feeding and Fly-Wheel Guards, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

For sale by all dealers. Send for catalog, stating requirements.

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Canadian Agents: Geo. M. Stewart, Montreal; Printers Supplies, Ltd., Halifax; Stephenson, Blake Co., Toronto; Miller & Richard, Winnipeg; American Type Fdrs. Co., Vancouver.

Wilson-Munroe Co., LIMITED
TORONTO

PRINTERS! When You Specify

CONSUMERS BOND

(WATERMARKED)

you are not only helping the "MADE IN CANADA" Campaign—you are getting the best value offered for the money.

WHITE	TINTS
Case Lots 7c. lb.	Case Lots 7½c. lb.
Ream Lots 7½c. lb.	Ream Lots 8c. lb.

¶ NOW CARRIED IN WHITE AND TEN DISTINCTIVE TINTS

WHOLESALE PAPER DEALERS

PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualit es of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnsclffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

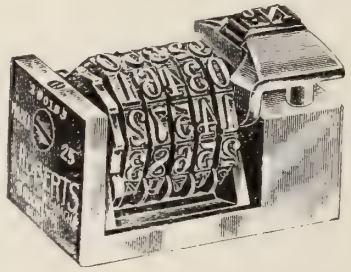
Are You Skeptical?
Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
LONDON - - ENGLAND
MANCHESTER - ENGLAND

The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels — $6.00 Model 26 6 Wheels

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

The Roberts Numbering Machine Company

696-710 Jamaica Ave. — **Successor to The Bates Machine Co.** — **BROOKLYN, N. Y.**



Our marks are guarantees of good value. Your customers will welcome them.

SUMMIT BOND	CONNAUGHT PARCHMENT
STERLING BOND	OCEANA, Extra Strong
AVOCA BOND	LION RECORD
TUSCAN BOND	BRITISH FINE
CROXLEY A.D. PARCHMENT	CROXLEY CAMBRIC

John Dickinson & Company, Limited

MONTREAL
216 Lemoine Street

TORONTO
76 Bay Street

NOW IS YOUR OPPORTUNITY

TO SECURE GOOD PRESSES AT REASONABLE PRICES

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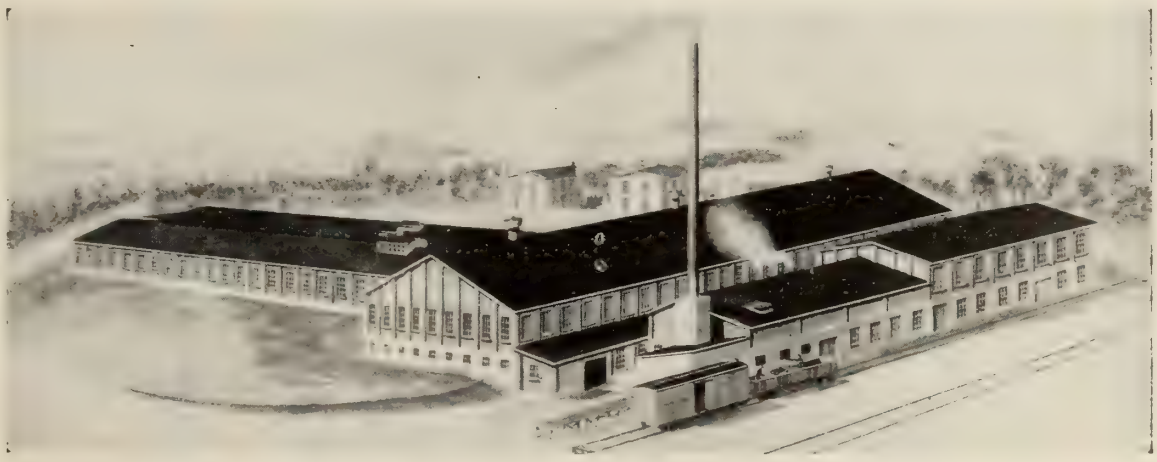
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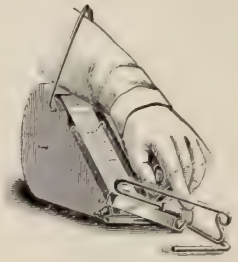
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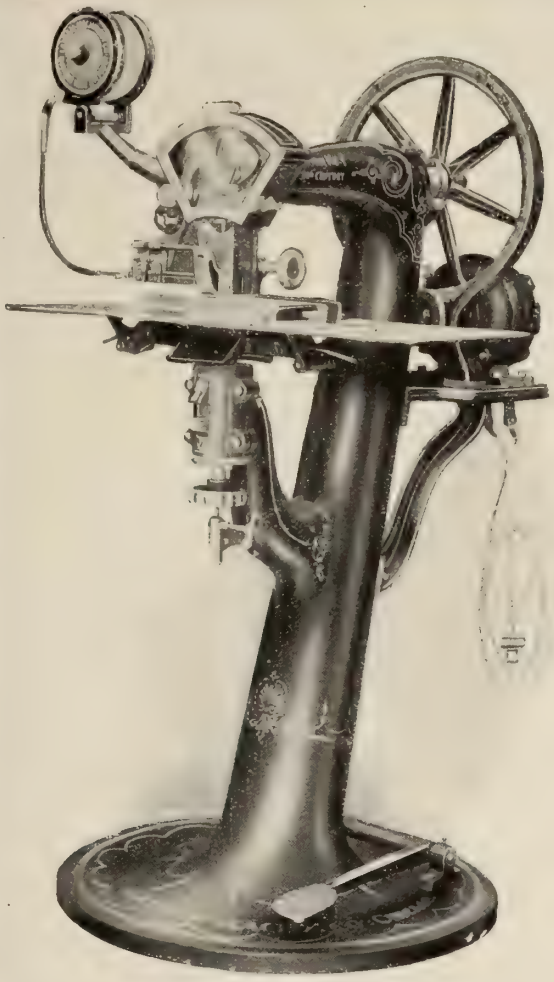
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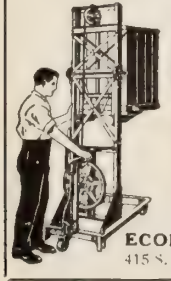
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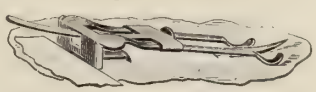
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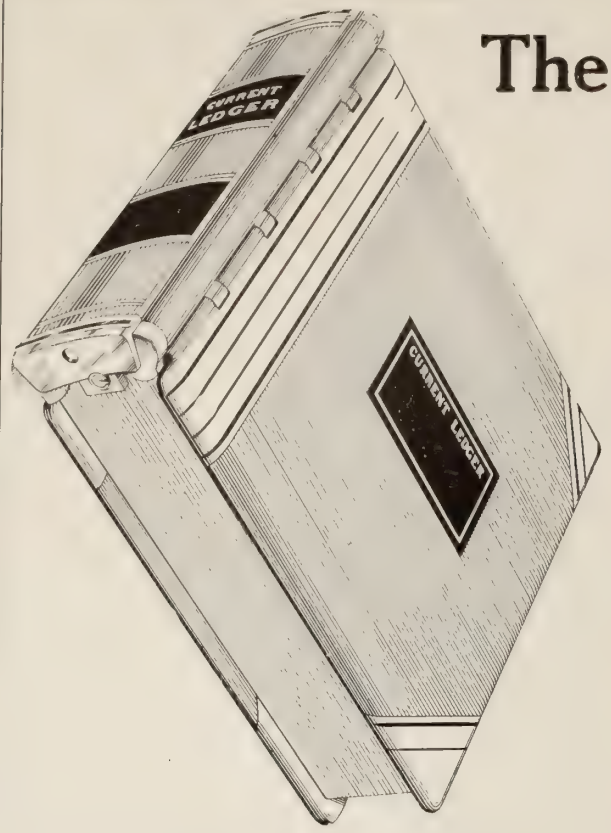
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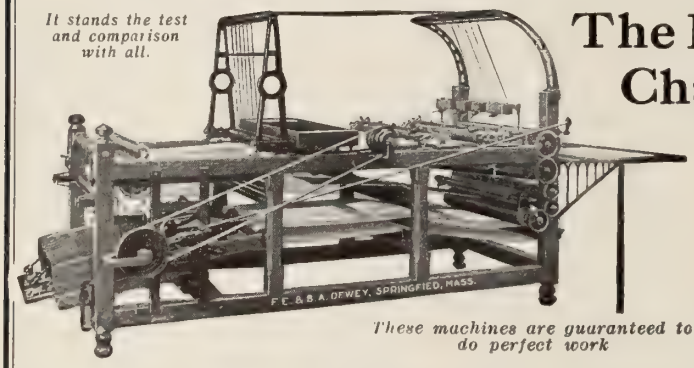
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THIS picture illustrates a condition that prevails in many composing rooms today. For lack of a quoin or half a dozen leads to complete his lock-up, the stoneman must leave the imposing table and spend from one to five minutes hunting up material.

It was to obviate this condition that we designed the Hamilton Unit System of Steel Imposing Tables—the tables which may be so arranged as to supply all the materials and appliances that the stoneman ordinarily needs.

These tables are made in different sizes to fit the requirements of large and small shops. They contain galley racks, electrotype drawers, letterboards, sort drawers, chase racks, and pigeonholes for mallet, planer and other tools. Leads, quoins, reglets, and wood and metal furniture are immediately accessible and can be got at by one stoneman without interfering with the others.

The Hamilton Unit Imposing Tables will save money in even the smallest job pressroom because they concentrate in the most convenient location the material that is most needed. Send for our latest catalog, which describes this and many other time and labor saving Hamilton devices.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St. / Montreal, 345 Craig St. W. / Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c|r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Richard — Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

Two-Million Dollar Printing and Publishing Plant

The New Methodist Book Room Building and Equipment—The Preliminaries—How the Printery Was Planned and is Laid Out—A Big Story of a Big Business

IF you were called by the president of your company to his office and informed that it was the intention to build a million-dollar printing plant and to equip it with a million dollars' worth of presses, machines of many kinds, type, and what not, how would you like the job of arranging the building and equipment? Think of the responsibility on your head!

This is not altogether a fanciful idea: it comes very close to be a statement of actual history. A. H. Kirby, engineer, having the oversight of the mechanical department in the old Methodist Book Room, Richmond Street W., Toronto, one day received a summons from Dr. Wm. Briggs, the steward of the Book Room; was informed of the decision to build new premises, and was instructed to turn his mind to the problem of devising the building required — this, of course, in consultation with others. But on the engineer very great dependence was placed, especially for the planning and arrangements of that portion of the projected edifice to be known as the printery or factory.

Probably it was not known at this stage what the cost of the new premises would be: cost was to be secondary to requirements. Nor was it very necessary to consider cost, since the Methodist Book Room had ample funds or credit to finance a building undertaking calling for a million of money, and additional money or credit to furnish the structure, when finished, to the last point of completion.

PAID IN CAPITAL $1,800

Just here may be interjected a very interesting bit of history. In 1829, Dr. Egerton Ryerson, of very honored memory, and a gilt bust of whom occupies a very conspicuous place in the private office of Dr. Briggs, suggested at an assembly of Methodists, at or near Dundas, Ont., that the time had arrived when Canadian Methodism should have its own newspaper or "organ." Straightway there were pledged sums of money to launch the proposed *"Christian Guardian."* The paper was born, and has lived and flourished in the days since. All told, less than $2,000 in cash was actually paid in, and on this scanty money founddation all future enterprises have been established, and each fresh enlargement has been financed out of the profits arising from the parent venture. Surely this is a romance of



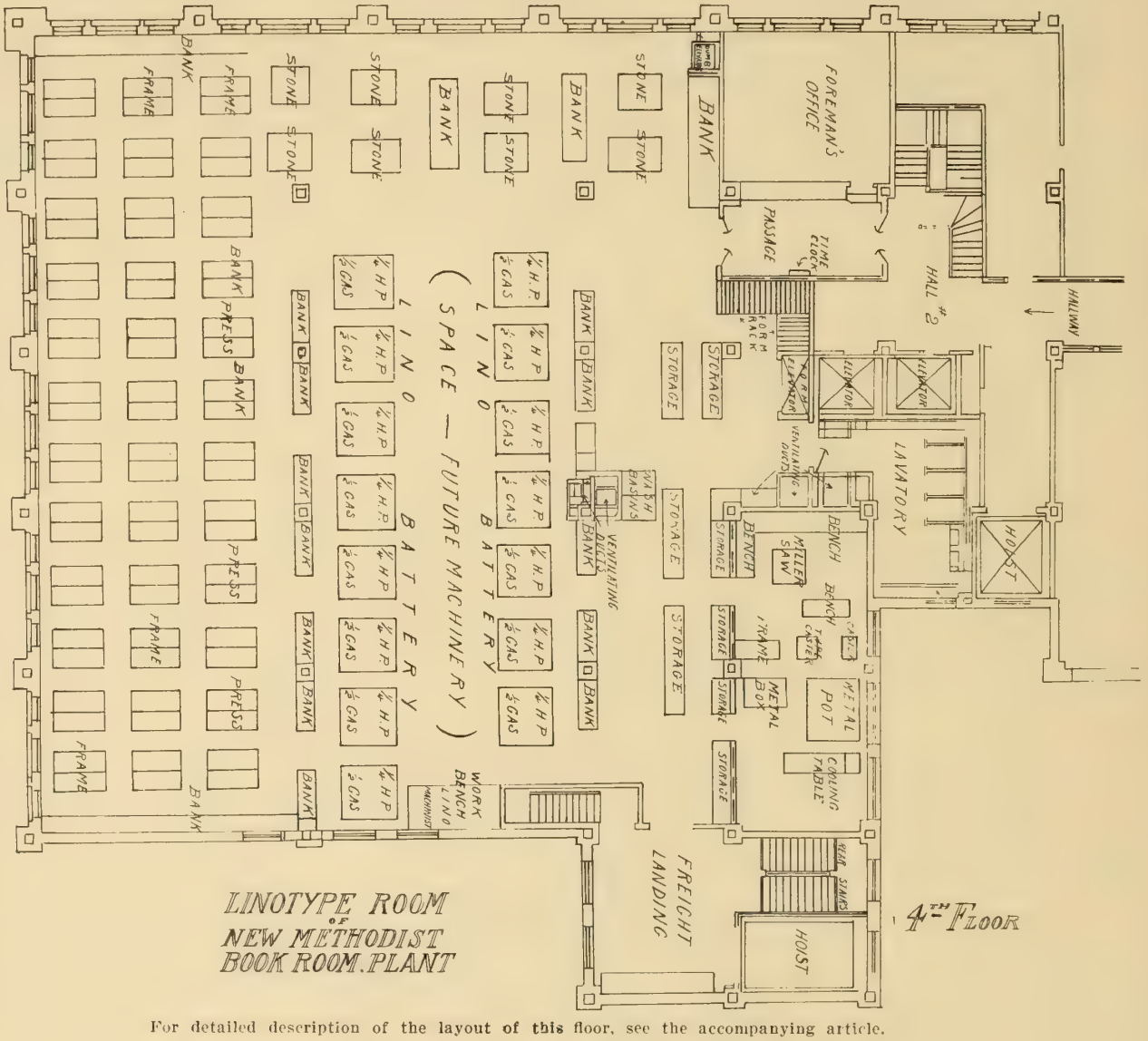
The exterior of the new Book Room from corner of Queen and John Streets.

industry. Great oaks from little acorns grow. Engineer Kirby, like others connected with the Book Room, knew long in advance that a day was coming when the old Richmond Street house would have to be abandoned, and he had been jotting down in a note book many a query and many an item relating to the Dream Building soon to come out of the clouds. It was a form of "preparedness" altogether to be commended.

containing definite suggestions. In this report the general outlines of the proposed new building or buildings were more or less definitely presented.

Here let it be said that the land for the new buildings had by this time been acquired, so that dimensions and the general layout could be positively determined.

After this preliminary report had been thoroughly considered, and after modifications were made as the re-



For detailed description of the layout of this floor, see the accompanying article.

SPYING OUT THE LAND

In the fullness of time the late Rev. Dr. Redditt and Engineer Kirby were sent on a mission of investigation to the big printing and bookbinding plants of the United States. In this place and that they received "tips," hints and inspirations, and by the same token saw things to avoid. It was a useful and profitable excursion; and the little note book was in constant use—to prompt questions, direct eyes and record discoveries and acquired knowledge. The probability is that the little book had to add to itself many new brothers as miles were covered and time passed.

THE BEGINNINGS

Then, in due course, to Dr. Briggs a preliminary report was made, embodying the results of the visits afar, and

sult of numerous conferences with principals and others affected, the present structures were conceived in their main features. Then a firm of competent architects was engaged to develop the fabric.

The results of the long preparatory work, of many conferences of many men and their harmonized views, of an intelligent understanding of what was required joined to clearly perceived probabilities of necessary enlargement, and of architectural and engineering ability of the first order are everywhere to be seen in the magnificent new buildings at the corner of Queen and John Streets, Toronto—buildings which are to be known from now on, not as "The Methodist Book Room," but as "The Wesley Buildings."

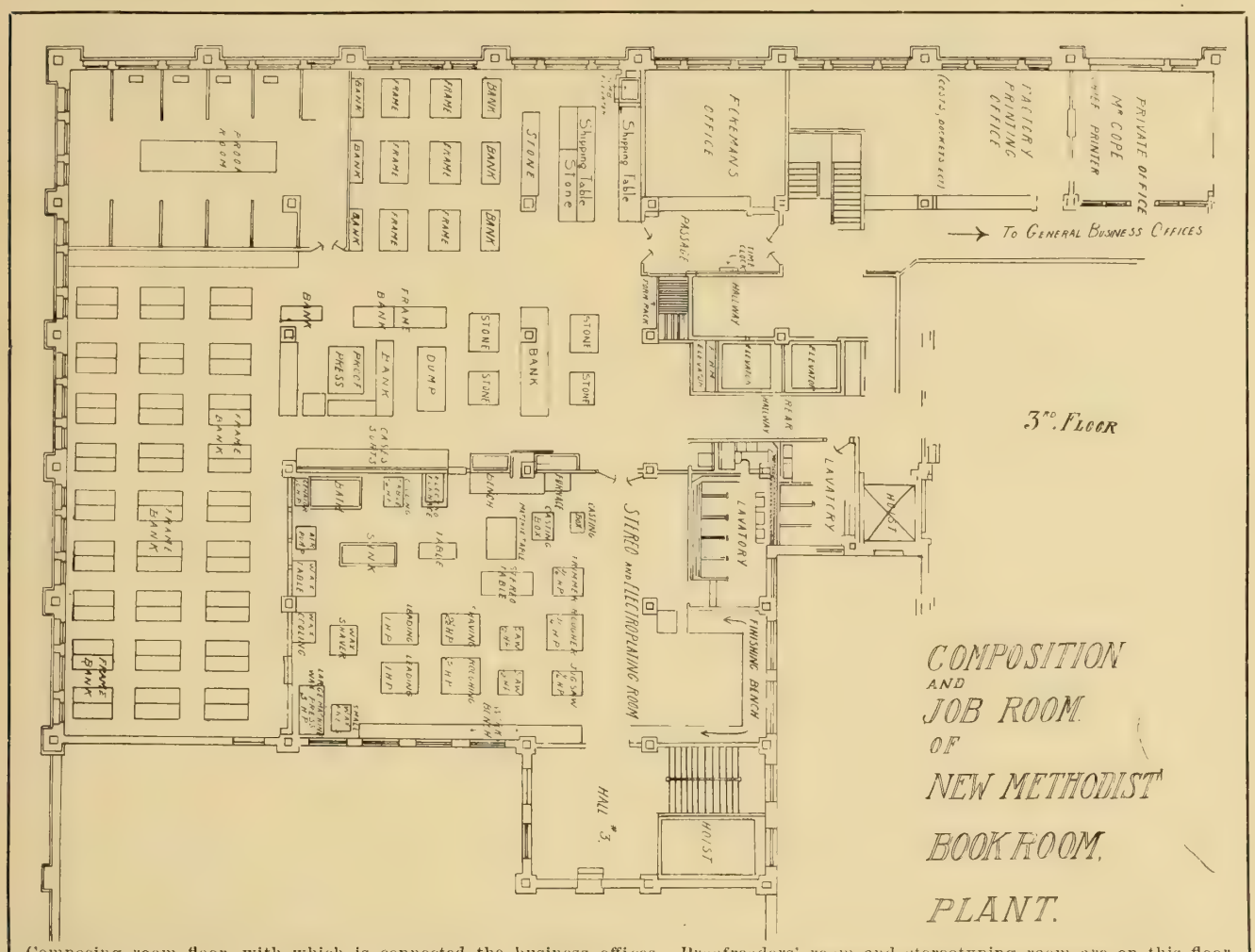
II.

It would be a very interesting and perhaps profitable thing for PRINTER AND PUBLISHER to give a minute account of the immense publishing house which Canadian Methodism has reared, and honored itself in rearing; but this story, to tell fully, would be too long a record for this issue, with its space limitations. The most, therefore, that may be attempted is to give a rapid sketch of the building as a whole, devoting more particular attention to those departments directly connected with printing.

glazed terra cotta. decorated in Gothic style, as becomes a church building. The effect is rich in the extreme and altogether pleasing. One is glad that the aesthetic sense of the builders triumphed over pure utilitarianism and the considerations of economy.

THE FACTORY PROPER

The structure to the rear is the factory proper, and is built very substantially. Huge caissons go to bed-rock, and on this solid support the structure has been reared. The construction is rigid, as is needful in a building of this



Composing room floor, with which is connected the business offices. Proofreaders' room and stereotyping room are on this floor.

THE OFFICE BUILDING

Of the office section of the Wesley Buildings there is need to say very little here. Suffice it to say, that the many offices are admirable in location and equipment, being extremely well lighted, and conveniently arranged with reference to relation of departments and economy of steps and time. In the Wesley Buildings there are many tenants, but, apart from the stores or shops on the street level, these tenants are more or less intimately connected with the work of the Methodist Church in Canada. The idea has been the centralization in The Wesley Buildings of organized Methodism. In this building are the offices of the Ontario Sunday School Association—an undenominational body.

This office building is in reality a separate structure, though it does not appear to be so, since the outer wall on the western front is continuous and the interior connections, by corridors and other linkings, give the effect of oneness. The facades on the northern (Queen Street) and western (John Street) fronts are of a creamy-gray

type. Just here it may be remarked that while the present building is a five-storey one, it has been built with the idea always in mind that some day another five storeys may have to be added. So foundation strengths have been made equal to a ten-storey load. In the boiler room space has been left for the addition of extra boilers. All plumbing and every other requirement of a ten-storey structure have been installed with a view to ultimate enlargement.

The heating, lighting and power equipments of the Wesley Buildings constitute a story by itself. This phase has been fully dealt with in *Power House* (the MacLean Publishing Co., Toronto) in its issue for October, 1915. The buildings from the viewpoint of architecture have been described in the current issue of *Construction.*

III

THE LINOTYPE ROOM

On the fourth floor of the factory is located the linotype room. The layout of this floor is shown by the ac-

companying illustration. It will be seen that there is a double line of machines—14 in all—and that these are located in the centre of the floor—a considerable distance from the windows.

One may ask the question—is this the best place for linotype operators? Leaving all other considerations aside, it is admitted freely that placing these machines in a position so that good daylight falls on them would be



Composing Room, Methodist Book Room, Toronto.

a better position; but in the case under consideration, it was thought wisest to give the good daylight positions to the men at the case and the make-up or "stone"men. Furthermore, daylight for the linotype operators is provided by overhead skylights; also this factor has to be borne in mind: the average linotype operator keeps the electric lamp attached to his machine burning nearly all the time, regardless of the amount of daylight falling on his machine. Taking all things into consideration, economy among other things, and chiefly economy, the best lighted positions are given to the case and imposing men.

If the plan of this floor be studied carefully, it will be seen that the compositions of the linotype men are placed on banks immediately behind them, from which they can be delivered conveniently and quickly to those departments to handle the metal for the next operations.

ARRANGING FRAMES AND CASES

Each man has his own frame—a "single" model—and each frame is kept completely supplied with all material needed. One object in installing single frames is to separate the men, with the object in view of discouraging conversation, with its attendant waste of time.

On this floor is located the typecaster room, and the duty of keeping each man fully supplied with type, rule leads and other material is that of one man. By a system of storage chambers, the lack of an adequate supply of any particular requirement is apparent to the eye, and an immediate challenge to those concerned to provide what is lacking.

HANDLING THE FORMS

When forms are ready, they are placed in a form rack. and it is obligatory on the foreman of this department to see that all live forms are sent to the pressroom immediately they are ready. Similarly with respect to the job composition department on the floor below. In like manmen, a "dead" form is not permitted to remain in the press-room: here it is equally imperative that a dead form be returned to the floor whence it came.

Two things connected with these forms are worth referring to. One is the manner of their position in the rack where they are placed preparatory to their descent to the press-room. This rack is divided by partition walls. Each form is slid in one of these narrow divisions, and is kept in a strictly vertical position by means of a grooved "shoe," whose width is that of the division: by sliding this shoe on the top of the iron chase, the form is kept from tilting. This takes off all pressure on the locked-up type. It is a very simple, yet very useful device.

The other thing of interest is the method of delivering forms to the press-room and of returning them. This is accomplished by electrically-operated "lifts" or elevators, controlled by push-buttons, after the manner of this type of elevator found in certain clubs, apartment houses and hotels. One presses the button for the floor to which he wishes the elevator to come. Automatically the elevator ascends or descends, as the case may be, to the floor designated. On arrival, it stops; then the doors may be opened, and only then: the form is placed inside; the doors closed, and the button pressed designating the floor to which the form is being sent. A signal communicates the fact of delivery, so that when the form arrives it is immediately removed from the elevator. This device is "fool-proof," by which is meant that doors to the elevator can be opened only when the elevator is opposite; they remain locked when the elevator is elsewhere. So far as is known this automatic elevator idea is found in no other printing plant—certainly not in any plant in Canada.

A similarly-operated equipment in another part of these factory floors is of much smaller dimensions; and is used for small and light jobs. All told, there are four of these automatic elevators—this in addition to hoists or freight elevators of much larger size and of greater capacity.

THE JOB COMPOSITION FLOOR

The third floor may be called the job composition floor—for hand-set work. In its general features it resembles the floor already described. Here as elsewhere the principle is economy of steps and movements. The aim is to eliminate every unnecessary or wasteful or extravagant employment of time.

What is involved in this idea is the better perceived by an illustration. Suppose that the average hour wage is



Stereotyping and Electroplating Room, New Methodist Book Room, Toronto.

40 cents, and suppose, too, that 100 men are employed at this average hour wage. Suppose, further, that each man is unproductive, through waste or unnecessary labor, for over 30 minutes (or half hour) throughout the hours of a working day—then you have this:

40c x ½ x 100 = $20 daily loss.



Bindery, Methodist Book Room, Toronto.



Press Room, Methodist Book Room, Toronto.

In 300 working days this becomes $6,000. Few printing businesses can stand losses of this magnitude.

In the Methodist Book Room another principle is operative: to employ cheaper labor to perform subordinate service. These lower-priced workers are employed to move trucks or to render inter-department service chiefly of a physical character. This is the modern idea; namely, to conserve the time of high-grade and high-priced productive workers by employing cheaper labor to perform the service which otherwise must be performed by a man to whom is paid a high wage based on superior abilities; and where the workers are many, running into scores and hundreds, this economy becomes more imperative.

On this third floor is located the proofreaders' room—an interesting room to the eye. Each reader occupies his own cabinet, separated from others by low-walled wood partitions; each reader's desk is by a window and each cabinet has its own radiator. Here, again, the idea is to make each man 100 per cent. efficient, so far as the contributing factors of ample light and warmth enter into the matter.

Elsewhere on this floor is the stereotyping and electrotyping room. (See accompanying plan.) This department is thoroughly equipped with modern machinery. Indeed the equipment is better than that to be found in some commercial electrotyping and stereotyping plants. It is not necessary that any extended account of this department shall be given, since the electrotyping and stereotyping processes were very fully described in a recent issue of PRINTER AND PUBLISHER. Yet it may be said that in a plant of the magnitude and character of the Methodist Book Room a large portion of whose work is the publication of books, the need for a plant of this nature is constant and great.

THE BINDERY AND FOLDERS

On the second floor is found the bindery. This floor is much larger than the two floors above, its area approximating 25,000 square feet. Even with this seemingly ample floor space the bindery is the most crowded of all the floors, and one finds no trouble in believing that this department will soon call for more space.

To one unfamiliar with the many operations of a bookbindery, this floor is one of very acute interest. It is filled with hundreds of workers, chiefly girls and women, since the larger part of the work is light and calls for celerity more than strength. Here you will see machines that seem to be endowed with a human brain, so wonderful is their work. Here there are machines that seem to have human fingers and arms, directed by human intelligence. All told the bindery is a place of fascination.

On this floor is a battery of folding machines—nine in all. These machines are called on to do mountains of work. The publications produced by the Methodist Church—the *Christian Guardian,* numerous Sunday school, young people's papers and lesson helps, and many "outside" publications—the Butterick publications, for example—represent in the aggregate a bewildering number of printed sheets to be folded. Add to this the "signatures" of the books and catalogues produced in this plant, and you get some conception of the gigantic amount of work these folding machines must do.

THE PRESS ROOM

On the ground floor is the press room, in size corresponding with that of the bindery—25,000 square feet. Here all told are found 36 presses, large and small. Here you will find Miehles, Optimuses, Cotterells, and many another make of press. The most recent purchase of importance was four English Miehles.

Each press has been purchased to perform a definite work. In the old days, the idea was to buy the press that was the best "bargain" or "buy." Nowadays, the work to be done is the main consideration, and the press best able to perform this work is bought, and price is entirely secondary.

The floor in the press room not being crowded with small machinery is more open and its extent is impressive. The daylight in this room is abundant.

On this subject of lighting an interesting item is that over each press is a special electric lamp which sheds a light corresponding to daylight. This enables pressmen to work with equal assurance day or night. The vexatious problem of color-matching is thus solved. All the lamps in this room are of the type described, so that there is no light adulteration so to speak.

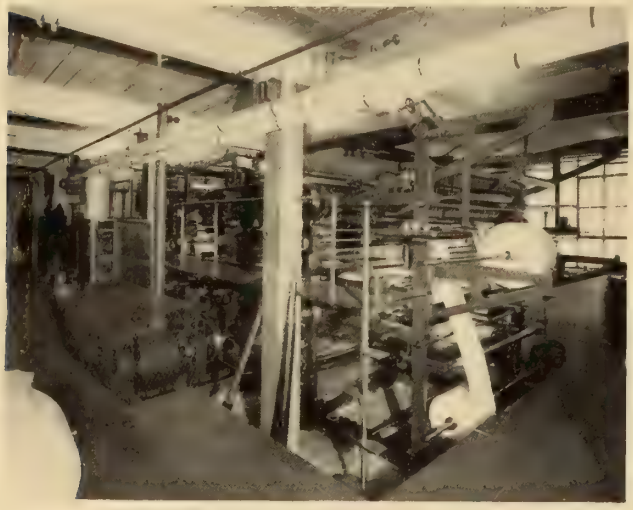
The daylight properties of this special lamp are found in the bowl, not in the light. When expansion makes it necessary to use the second floor (the present bindery floor) for a press room, provision has been made in the lighting fixtures and locations for the substitution of one of these "daylight" bowls—a fresh illustration of the foresightedness of the management.

THE BASEMENT

Coming now to the basement we find here the paper storage department, and in a business of the volume of the Methodist Book Room, the paper supply, in quantity, is

seemingly equal to that carried by many a wholesale paper house.

Paper, needless to say, is an exceedingly heavy commodity, and its lifting to higher levels and its carriage to remote floors have to be avoided as much as possible. This is why the paper is in the basement where it descends from lorries by chutes or hoists, and whence it can be transfered in quantities desired to the press room only one floor above.



Sixty-four page rotary electrotype web perfecting press and folder, with automatic feeder for cover, and rotary wire stapling device; equipped for printing two colors. Made by R. Hoe Co., for the Ontario Press, Ltd., Toronto. This press was installed in 1915.

The paper, as it is received, is unwrapped or uncased, and set on elevated wooden platforms, which are not fixed to the floor, but can be tranfserred on trucks to any position desired. For example, a call from the press room comes for a great quantity of coated stock, 28 x 42. From 3,000 to 5,000 lbs. of this stock is lodged say, on one of these portable elevated platforms. An iron truck is slipped under the platform. By a quick pull of a powerful lever (one man can lift 3,000 lbs. with no strain), the platform is raised above the floor and rests on the truck by which it can be pulled with ease to the hoist, placed on the hoist, raised to the floor above, and drawn to its appointed station by the press. There is no heavy lifting by human arms, thighs and back. Machines do the work.

It is suggestive of the size and demands of this paper storage department that the constant services of seven men are required to handle the stock.

On this floor is a paper cutter. Here the paper is cut to proper size before being delivered to the press room.

Along the Richmond street (rear) side of the basement, under the pavement in which prism glass is set, is a double-aisled corridor, almost 200 feet in length. Here, in good light, are stored plates and compositions in slug form likely to be required for the reprinting of books, pamplets, etc. This department is most suggesstive of the vast printing business done by the Methodist Book Room.

Elsewhere in this basement are great piles of unbound sheets, each lot clearly marked. While much of this great mass is here as a proper and necessary reserve of publications for which the demand is sure, there is also much round which clings the wraith of tragedy. So long as the world lasts there will be those—men and women—eager to write books which the world does not want to read; and who have their books printed, but only a portion bound. This quantity generally suffices to satisfy an unappreciative public, and perhaps never will that surplus of printed and unbound sheets in the basement be required. There they repose, held there by the will of the Hopeful Author, who has acquired neither the dreamed-of income from royalties or profits, nor the fame which led him or her onward like gleaming beacons in the first sanguine days of his or her literary ardors.

IV.

And now what wait we further for? We have visited each floor, and dwelt at some length on its features and activities.

In conclusion some things of a general sort may be touched on.

HALF A MILLION OF JOB PRINTING BUSINESS

The Methodist Book Room does a very extensive job printing business. Last year this business amounted to $500,000—over $40,000 a month; and all this immense volume of business *was secured without a solicitor!* Doesn't this read like a fairy tale? "To him that hath shall be given, and he shall have more abundantly."—You think of this Scripture when you read of this half-million dollars' worth of orders.

Presumably there are lines drawn by the Book Room management; liquor pamphlets or publications and perhaps tobacco literature would not be accepted. But you will see publications dealing with food products and fashions being printed—some of them very ordinary jobs so far as size and composition are concerned. The Book Room has not a haughty spirit. It is ready to serve the man or firm wanting a few hundred business cards as readily as the man or firm wanting an expensive catalogue of a million run.

A GREAT CATALOGUE IN THREE-COLOR WORK

This year the Book Room is printing the Robert Simpson catalogue from start to finish—doing the 3-color work which aforetime was done in the United States since the work could not be well or economically done in Canada.

But with its four new English Miehles the Book Room is making history for itself and for Canada. In former years the Book Room did only the black printing of this catalogue.

TEMPERATURE AND HUMIDITY CONTROL

One interesting feature of the plant is its automatically regulated (by thermostats) temperature and moisture. Every pressman will appreciate the importance of uniformity in temperature and humidity. In a building of such vast dimensions the problem of controlling heat and humidity becomes a very big one.



Home of the *Daily News*, Nelson, B.C., of which Robb Sutherland is manager.

In the basement are completely equipped machine and

carpenter shops, each of which keep several men constantly employed.

A CAFETERIA

On one of the upper floors is a cafeteria or restaurant service for the staff, mechanical and clerical. Here the men high up eat their noonday repasts in the same room as do those occupying subordinate positions. "Class'" distinction is neither encouraged nor existent in the Methodist Book Room. Food is sold at cost. Each user of the service selects what he or she desires from the fare provided, and passes into adjacent rooms to plain wooden tables to eat his or her simple meal. If one chooses to bring his own luncheon, this is quite in order. "It cost me 13 cents for my luncheon to-day," was the boast of one of the high-up men: he said this to make his outside companion envious who had paid twice thirteen cents for his. An evening tea is provided for those who are called on to work all night.

THE FOREMAN'S OFFICE

As you go through each department, you see many things to catch the eye and hold the attention. For example each floor of the factory is reached through a principal door which opens into the room where the foreman and his clerical staff are housed. This room is of generous size, and the floor is raised above the ordinary floor level a foot or more, thus giving the foreman an eye-command of the department for which he is responsible.

Entrance to a department is through this room, and so is prevented or controlled the admission of those whose unrestrained access to departments might occasion disturbance or loss of time.

AN ABLUTIONS DEVICE

Each floor is supplied with a long enamelled wash basin into which both hot and cold water can be turned. By the simple device of an escape pipe whose mouth is on a level with the top of the water, the dirty water, the result of ablutions, is drawn off automatically and perpetually.

Drinking fountains are numerous, so doing away with the necessity of unsanitary drinking cups.

Mechanical ventilation keeps the air fresh. Here again the idea is to keep workers at their maximum efficiency—this by providing them with good light, warmth, good air, needed comforts and conveniences and an environment conducive to content of mind.

Of the shipping, receiving and mailing departments it is not needful to say much. These departments have been conceived with the idea ever uppermost of celerity in the handling of materials, economy of human effort, amplitude of room for lorries, workers and trucks and quick accessibility to hoists or street or departments.

Each machine is operated by individual motors; the speed of which is variable. There is not a foot of overhead shafting in the factory, nor a driving belt 20 feet long.

A PRACTICAL GAME OF CHECKERS

One of the most interesting stories connected with the planning of the factory department of the Methodist Book Room is how the position or location of each piece of machinery or equipment was determined.

A small piece of cardboard cut to scale, was made to represent each machine, frame, table, or other equipment. These diminutive "men" were moved about like checkers on a board, and pinned to their allotted position on the floor plan. Then when every piece was in position a "council of war" was called of all those concerned—engineer, head printer, foreman, workmen—and each man studied the proposed arrangement, critisized it, offered suggestions, and in other ways contributed helpfully of his knowledge and experience. In the end a layout was agreed upon which in the opinion of the majority, if not of all, conserved human energy, promoted economy of time, space and movement, and made the largest use of facilities. All this was done in the early stages of the construction operations.



La Patrie Building, Montreal

* * *

Let the record of the plant as given end here. Much more in the way of details could be told; but what has been written will, it is hoped, serve to help others, printers and publishers confronted with the problem of equipping or arranging or building a plant, solve their problems.

A welcome is extended to all publishers and printers by the management, and should any one in his visit to Toronto make a journey to the Wesley Buildings, let him ask for Engineer Kirby, or Chief Printer W. L. Cope—courteous gentlemen both, and he will have guidance and enlightenment as his soul desires.

A Test for Coated Papers

A PURE coated paper is the best ground for process and flat color-plate printing, but it is extremely hard to gauge the whiteness of a paper unless it is compared with other white papers. Various persons have different conceptions of white, and it is only by comparing bluish white, reddish white and cream white papers with a mass of powdered zinc white that the whitest paper may be distinguished.

One very important requirement in the selection of coated paper for color printing is that it shall not shrink or expand much with changes of humidity. The only satisfactory test is to cut strips from the sheet, both lengthwise and crosswise, carefully measure the length of the strips, immerse in water, dry and measure them again. It will be found that the sheet expands more in one direction than the other. The dimension that expands the most should be worked across the cylinder. Such a test as the foregoing should be made with well-seasoned paper.

Home of London Advertiser Job Printing Co.

A Fine Example of a Well-Planned Building—How Good Light is Secured — Individual Motors — The Equipment

A JOB printing plant, in which efficiency has been made the one great objective, briefly describes the new home of the London Advertiser Job Printing Co., recently erected at London, Ont., and now turning out work which in quantity and quality is proving most satisfactory to the management of the firm. With an outlay of something over $100,000 on building and machinery, the company has possessed itself of a structure which, in point of general appearance and convenience of layout, will take second place to few exclusively job-print shops in the Dominion.

THE IMPORTANCE OF A GOOD LAYOUT

Emphasis has been placed throughout the plant on "layout." Most of the machines were "placed" mentally long before the floors were built. There was only one place for them to go if they were to go in the best place, and the building iself was adapted to accommodate this arrangement. Ed. Hayden, manager, supervised the plans for the new building, and based his arrangement of equipment on experience of thirty years in job printing work with the Advertiser Company. He believes, and has found many to agree with his, that he has reason to congratulate himself on the successful working out of his plans. The shop has now been operating two months, and Mr. Hayden has not yet had occasion to find fault with any of the equipment or with the layout of the plant. There is no convenience he would wish to add to the plant, and there is no part of its equipment he would care to have discarded as superfluous.



The new home of the Advertiser Job Printing Co., London, notable for completeness of equipment and good lighting.

THE BUILDING AND ITS FEATURES

The building has two storeys and basement, and is of reinforced construction throughout. The stairs are wide and commodious and not steep. They are adjacent to elevators, which are strong and roomy enough to handle the heaviest of freight, but which are also speedy enough to be used instead of the stairway.

To the business of lighting special attention has been paid. Daylight comes in from four sides through windows which, with their steel sash, form the entire walls of the building. The interior of any of the floors is unobstructed by partitions, and the concrete ceiling and pillars are finished in white enamel, which serves to distribute the light with equal intensity to every part of the large rooms. By treating the interior of the basement in the same manner the presses are operated there in a light almost as bright as is to be had above. Artificial lighting for the entire plant is efficient, but inconspicuous. Not a wire is to be seen. This is also true of the wiring for the machines. They are safely covered in the walls and floors, away from possibility of accident either to the wires or to operators. A feature of the wiring arrangements is that there are no shadows from the wires to be cast on the machines or the work they are turning out.



Press room, with Optimus presses in foreground and Miehle presses behind, of the London Advertiser Job Printing Co.

Ventilation practically takes care of itself. The plant occupies a corner lot, and has wide open spaces on every side. Overhead vent pipes for linotypes or other casting machines are conspicuous by their absence. The movability of the window sash employed in the construction of the walls helps in keeping the atmosphere of the rooms clear and comfortable at all seasons of the year.

ELECTRIC MOTORS

Speaking of shadows, which were wont in the old days to streak the workrooms of print shops in all directions because of overhead shafting, it can only be said that there are no shafts in the Advertiser plant. The manager is convinced that by the adoption of the unit system of motors, he has done much to eliminate danger, dirt, unsightliness and expense. Outside of this, the general air of spaciousness is increased when there is no maze of shafts, pulleys and belting overhead. Presses, linotypes, monotypes, folders and punching machines, all have individual motors. If one motor should break down, it does not affect any of the other machines. If the operation of one machine only should be wanted, the others are not consuming any energy. The value of individual motors in adapting the machine to the proper speed is also seen in the Advertiser plant, where it would be impossible to run

all the machines at the proper speeds simultaneously by means of a shaft.

Offices, printing shop and shipping room are on the main floor. The offices are roomy, and convenient to the shop as well as to the street. Expense has not been spared in fitting up the business offices. Manager Hayden and Alex. H. Purdom, secretary-treasurer of the company, have separate offices away from the public office. Employees have a special entrance at the other end of the building.



Bindery of the London Advertiser Job Printing Co.'s plant. Note the entire absence of shafting. In the left background can be seen the entrance to the elevators, from which folders and stitching machines extend in a row along one side of the room. Between the two middle rows of posts is an open space valuable in moving finished orders to the hoist. In the background, right, is the mailing department. This room is unusually bright and clean. The photo was taken on a rainy day.

The printing shop is in charge of Foreman W. A. Hunter. The layout is designed to return the best results with the least inconvenience.

THE EQUIPMENT

Four Golding presses occupy a corner of the main floor, being most convenient here. Small jobs keep these occupied. Next to these stand the linotypes, each being allotted plenty of space. Light from the large windows falls directly on the keyboards, making the use of artificial light unnecessary in the day time. Two monotype operators on keyboard keep three casting machines busy. The casting room is directly beside the keyboard machines, making transfer of rolls or type an operation of only a few seconds.

THE TYPE-CASTING ROOM

The partition which surrounds the casting room for the monotypes, excluding the noise from the rest of the print shop, is of a construction that chimes in with the general scheme of efficiency. The walls, up to a height of about five feet, are pigeon-holed, the holes being open inside the casting room, and also on the outside. In these holes are fitted the sorting-boxes, labeled according to size and variety in different colors on each of the ends. When the contents of a box have been used up by a hand-set man, it is put back in its pigeon-hole, but with the red label inside, indicating to the operators of the casting machines that it needs replenishing. When filled, it is again placed in the hole with the red label out.

ELIMINATING DISTRIBUTION

At present only a small percentage of the type is sorted after being used, and it is the aim of the management to do away finally with the distribution system. It is their belief that no matter what size the type. it is less expensive on the average to melt the type over again than to sort it. Slugs, rules, and leads are made in the monotype and melted when used.

Type cabinets occupy the central portion of the main floor. They are to be replaced soon by new cabinets, arranged in such a way as to be most convenient. The services of an expert have been secured to perfect the arrangement of the entire printing department, on which already there has been bestowed considerable thought.

THE PRESS ROOM

Two Miehle presses, one with a 60-inch bed, and two Optimus presses, constitute the principal equipment of the press room, The larger Miehle was part of the *Advertiser* before the firm moved to new quarters, but the other three presses are new. Late in January one of the biggest presses was going at full speed on a rush order for 10,000 record catalogues for the Berliner firm in Montreal, while 75,000 pounds of paper was stored near by, waiting to be used in a similar order for another Eastern firm. The other presses in the room were going at capacity speed as well.

The busiest press is an autopress, used on large rush orders for circulars. Recently it was turning out 5,500 sheets an hour on an order for 100,000, and had plenty of work in prospect after that. Mr. Hayden expressed the opinion that the autopress was one of the most valuable units in the plant.

An outstanding feature of the press room is the space between presses and the room allowed for storing the work. Practically half the room is available for this purpose, and the entire end where the elevators are situated can be used for piling material without in any way interfering with the working of the presses.

THE BINDERY

Few binderies can boast of the light, space and convenience which characterize the bindery department of the Advertiser plant. In all the building it is the best-lighted room and, according to the management, is the most efficiently arranged. Its "lay-out" is worthy of notice.

A few steps from an elevator begins a line of machines which stretch in rotation along one whole side of the room, in the order used on ordinary jobs. First, come two Brown folders, one of them a big Togo. The wire stitchers are next, and after that the punching machines, and so on. At the end of the line of machines there is plenty of floor space, and a clear run down the centre of the room to the elevators with the finished work. In addition, there is a small elevator conveniently placed for carrying up and down small stuff or rush orders. This elevator is very much on the principle of a "dumb waiter," and is proving



Printery of John Lovell & Son, Ltd., Montreal. This plant is very thoroughly equipped, with linotype and monotype machines. A book-binding business is done in addition to general printing.

that for the space it occupies and the trouble of operation it is a worth-while institution.

It must be admitted that in this room there is a piece of shafting, but it would be quite a task to discover it at first glance. The larger machines are operated on the plan of individual motive power, as in the rest of the plant. But three of the smaller ones are connected by a shaft and run by a single motor. The wire stitchers, standing close together, are combined and operated together. It is pointed out, however, that when there is work to do for one wire stitcher there is enough to keep three going, and the waste of power in any case is not great enough to warrant the expense of individual motors.

A machine not usually to be found in the average bindery is part of the Advertiser equipment—a combined rotary ruling and perforating machine. It rules and perforates each sheet as desired in one operation, and in most cases, as may be imagined, it saves half in the operating cost. On some of the jobs, however, where certain kinds of perforation are required the two operations cannot be performed simultaneously, and ruling and perforating have to be done separately.

The cheerfulness of this room and its convenience of layout are such as are rarely found in shops of the kind.

SANITATION

Cleanliness is insisted upon in every department. Cards have just been printed with the warning to employees that spitting on any part of the premises will call for their discharge. The floors of every room are kept clear of refuse and scrupulous care of every machine is demanded.

Balers are found to be profitable investments for two reasons—they take care of the refuse paper expeditiously and return a profit. It is found worth while in the Advertiser plant to classify the scrap paper. All the white cuttings and scraps are kept separate, as a higher price by far is paid at the mills for this class of waste. Colored and miscellaneous scraps are baled together.

As an aid to cleanliness, the sanitary facilities have been made to correspond with the rest of the building. Toilet rooms on every floor are large and well ventilated. On the bindery floor the women's dressing and toilet room is unusually spacious. The welfare of employees has evidently been a consideration in the planning of the building.

* * *

The growth and development of the Advertiser Job Printing Co. since ten years ago is worthy of note. In that time the business has grown to five times its former magnitude. During nearly all that time Mr. Hayden has been manager, though previous to that he was an employee of the firm. The firm now has some 65 employees, including pressmen, printers, office staff and women employees in the bindery. At the present rate of expansion it will be only a short time until the staff is numbered at 100.

Buy Paper and Ink Now

PAPER prices are going up; printing ink prices are up. Prices will go higher.

One man said, with reference to inks, "Printers are siting on top of a volcano, and won't let themselves be told the truth."

A paper manufacturer informs PRINTER AND PUBLISHER that "bleach" is so scarce that it is not being used at all in the making of many papers, with the result that the "era of dark newspapers" so persistently predicted has arrived.

Ink buyers and paper buyers—particularly bond-paper buyers—are urged by PRINTER AND PUBLISHER to stock up. Investments now will yield big profits later on.



Linotype battery of the Chatham *News*. This paper boasts having the largest battery of linotypes in Ontario outside of Toronto, Ottawa, Hamilton and London.

The Chatham Daily News

SIXTEEN years ago when A. C. Woodward bought the then Chatham *Banner*, now the Chatham *Daily News*, the plant consisted of one two-revolution Campbell and a Wharfdale press, a Gordon press, an Eclipse folder and gas engine. The above with the addition of about 10 cases of eight point and a couple of series of display type were about the sum total of the plant for newspaper and job departments.

The type for the newspaper was set by hand by a number of girls and boys who frequently jangled among themselves regarding the "fat takes," which occasionally happened to come along.

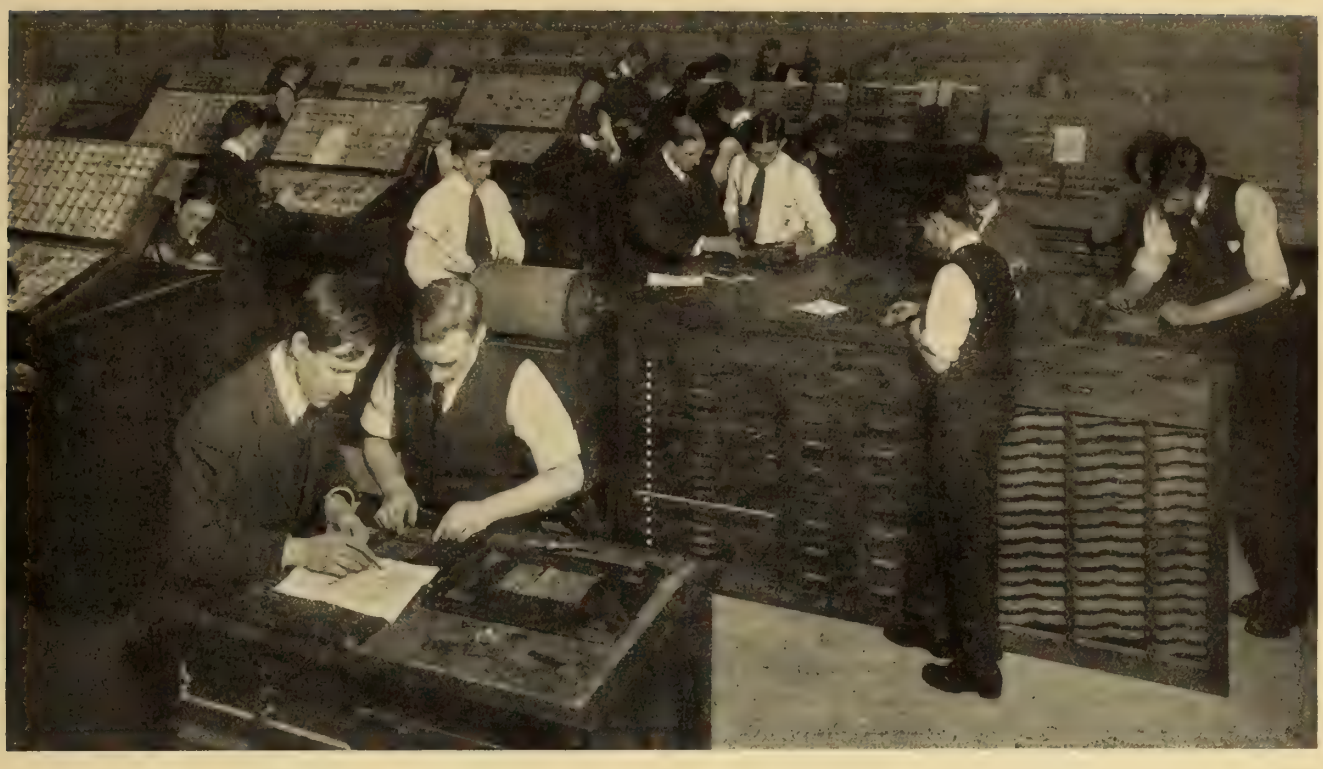
When the London *News* went out of business a number of years ago and their typograph machines were offered for sale, two of them eventually found their way to the Chatham *News*. This was the beginning of the end of hand composition. The newspaper was flourishing and new and larger presses had to be installed to accommodate the circulation which was rapidly increasing. In the year of 1908 the first linotype was installed and the typographs discarded. In the following year another machine was added and still a third.

When the American Model No. 5 came on the market one of these was added to the already large battery of machines, and it gave such good satisfaction that some of the old machines were replaced with the American Model No. 5. At present the Chatham *News* boasts of having the largest battery of linotypes in Ontario, outside of Toronto, Ottawa, Hamilton and London.

With five linotype machines, fifteen magazines and thirty faces of mats in English and French the *News* is equipped with facilities that are not surpassed in Western Ontario.

The line-up of the machines is so arranged as to require but one motor. A line shaft runs along the back of the machines and is enclosed with a platform which serves both as a protection from accidents and also makes it very handy in working about the distributor or other parts in the rear of the machine. The repair expense in connection with this battery of machines is comparatively small, each operator is a trustworthy, careful employee, takes an interest in his machine and keeps it clean and running all the time.

This enterprising newspaper does a large amount of composition for the smaller newspapers in Western Ontario.



Composing room in the Department of Printing and Typography in the new Central Technical School, Toronto, where students are taught both the technique of printing and its art side. In the foreground is seen at his desk, giving a student help, one of the instructors.

Central Technical School, Toronto

IN August last, Walter H. Handley, Instructor in Printing, Central Technical School, Toronto, contributed to PRINTER AND PUBLISHER a stirring article entitled "Building a Nation of Better Printers," and then and there some account was given of the Department of Printing in this magnificent institution—magnificent not merely in an architectural sense, but magnificent in its aims and achievements. Though open only since last September, the registered attendance has reached the 6,000 mark, and the Principal is already seeing visions of an enlarged structure —this from sheer necessity.

The Department of Printing is in the basement at the north-west corner of the huge building. It consists of two rooms—a composing room and a press and folding room. These rooms are spacious, extremely light, well ventilated and admirably adapted for their purpose—the technical instruction of youths—and some rather old youths—in the art and practice of printing.

The accompanying illustrations show very well the two departments—hand composition and presswork.

Regarding the equipment of this department of printing the following summary will be found interesting:

Composing Room: 13 Tracey cabinets, complete; 10 news racks, complete with cases; 1 steel top imposing stone and stand; 2 job stones, 1 galley rack, 50 brass galleys, 50 Star sticks, individual lead and rule cases, complete fonts of steel furniture; Caslon series of type, Roman, Italic and Text. The following series of type: Foster and Webb, Packard, Chaucer Text, Wedding Text, Engravers' Shaded, Antique, Tudor Text, Authors' Roman, Gothic, Plate Gothic, Plate Script; with a large supply of suitable borders and ornaments for the execution of high-class printing.

Pressroom: Paper cutter, 26 in., hand; paper cutter, 38 in., power (Crosland); 2 wire stitchers, I Miehle press, 1 Colt's Armory press, Model C; 1 Phoenix press, 1 Chandler & Price Gordon, No. 2; 1 folding machine, 3 Security roller cabinets, 1 Vanbosser.

The composing room is so arranged as to have each student supplied with ample material, thereby avoiding the loss of time taken up in having to run around, thus giving the student a good efficient training.

Some 1915 Improvements and Installations

AS STATED elsewhere in this issue the year 1915 in Canada was not marked by any general or extensive additions to buildings or equipment, though as the record shows, there have been a few important, even notable events.

In response to letters sent out to many printers and publishers, both large and small, in all parts of Canada, requesting particulars, photographs, floor layouts, and other information likely to be interesting, the record following has been compiled. It is not complete by any means, for it is known that numerous firms have spent money in greater or less amounts on their buildings and equipment, but since they have failed to supply definite information, PRINTER AND PUBLISHER has had no choice but to omit a mention of what they have done. This record is in addition to the other records appearing in this issue:

The Globe, Toronto, made the following alterations and installations.—The installation of a Lanston Monotype type-caster in the composing room.

The installation of a ventilating fan Bicaulky, no power required.

The installation of a third Hoe pneumatic matrix table.

The changing of matrix rolling tables from west end to east end of battery of matrix moulding tables, which permits the work to proceed straight ahead, being a saving of one trip to each form on rolling machine.

The excavating for and the installing of foundations in basement for new double quadruple octuple press, work to be proceeded with in March, 1916, which will give the *Globe* one octuple and two sextuple presses.

Plans approved and contract let for one-ton over-head trolley for paper storage.

The Ontario Press, Ltd., Toronto.—The year 1915 has been one of expansion in connection with the business of The Ontario Press, Limited, 37-39 McCaul street, Toronto.

The following additions and improvements to the company's plant have been effected:

The linotype battery has been increased by the addition of one machine, making five machines in all, which are operated on day and night service.

The flat-bed press capacity has been enlarged by the addition of a 00000 Meihle press.

In the autumn of 1915 a new magazine rotary press was installed. It is a sixty-four page rotary electrotype web perfecting press and folder, has automatic feeder for covers, and rotary wire stapling device. This press is giving excellent satisfaction in one and two-color work. This new acquisition gives the company a duplicate rotary system, made up of a fully equipped rotary newspaper press as well as a rotary magazine.

In keeping with the expansion in other departments, the stereotyping plant has been more fully equipped by the addition of new steam bed, matrix roller, trimming and bending machine.

Several minor changes and additions have also been made commensurate with the rapid growth of the McCaul Printing House.

Montreal *Daily Star*.—Has made a complete installation of monotypes.

Quebec *Telegraph*.—Has reorganized its mechanical plant and installed monotypes.

La Patrie, Montreal.—Installed five Monotype keyboards and six casting machines.

London Printing & Lithographing Co., London.—Has added very considerably to its plant and is making an addition to its building. Later on, when everything is completed, PRINTER AND PUBLISHER hopes to deal with the improvements at considerable length.

Copeland-Chatterson Co., Ltd., Brampton.—Added a second storey, the addition being 72 feet square. It is the intention to house here the executive offices of the company. It has not yet been decided when the executive department will be transferred from Toronto to Brampton.

The Armac Press, Ltd., Toronto.—Installed last year one standing press in its bindery department, and an additional linotype machine with several magazines.

The Expositor, Brantford.—Mechanical plant has been brought up to the following point of efficiency: Four linotypes, one Intertype, a modern 24-page Hoe press, and a complete stereotyping outfit.

The Post, Leamington, Ont.—Added a Model 5 linotype and two electric motors.

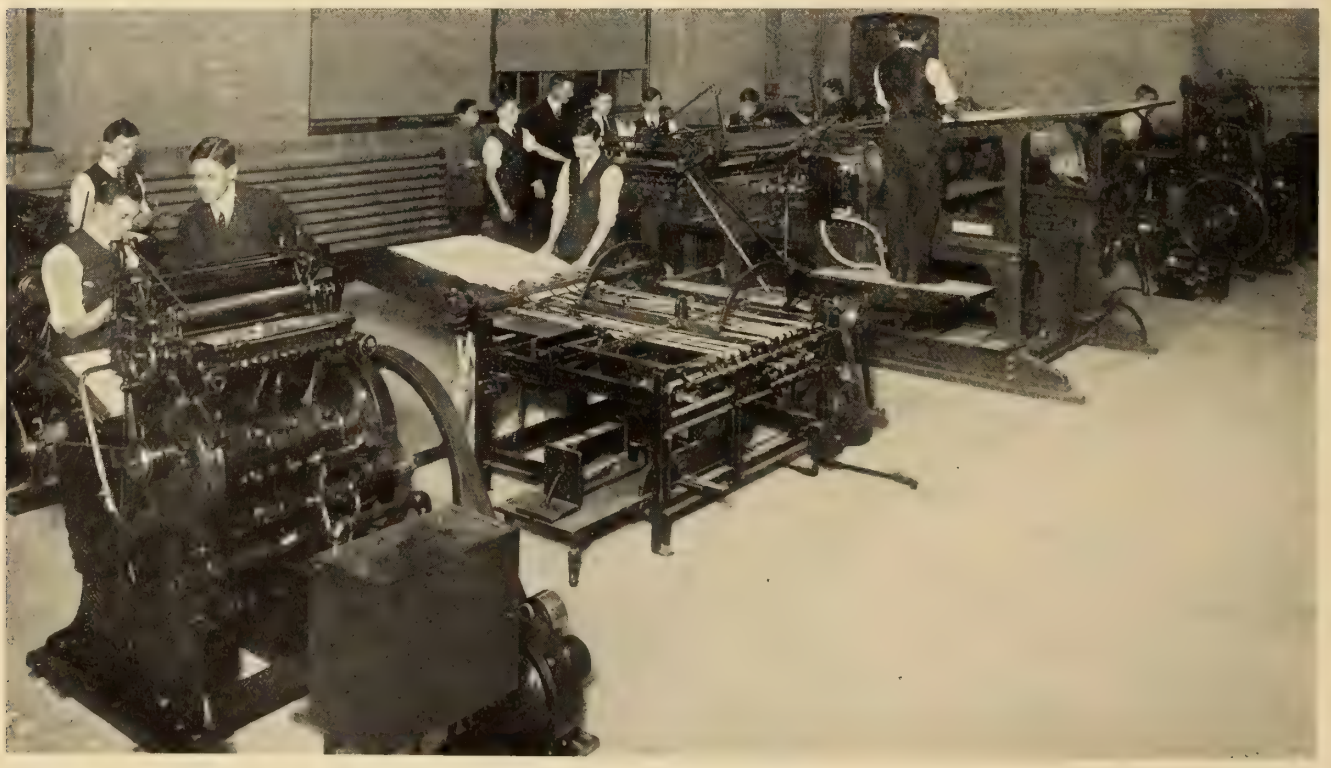
Lowe-Martin Co., Ltd., Ottawa.—Purchased during 1915 the entire card and vertical file supplies of the Library Bureau of Canada, including their plant, which means all special machinery. The company has added a Harris Automatic press for printing cards and envelopes, also one Simplex press. This gives the company a battery of eleven presses all told.

The Monitor Publishing Co., Ltd., Bridgetown, N.S.—Added a new model 15 linotype and made additions to its composing room equipment.

Province Job Printing Dept., Regina.—Recently moved into a new building and increased its plant; also installed new newspaper press.

Kingston *Daily Standard*.—Added three linotypes—two model K's and a 5; has also added some new labor-saving devices in its composing room. These additions were made necessary by the rapidly increasing business of the *Standard*, particularly the growth of local advertising.

T. J. Moore Co., Ltd., Quebec.—Are occupied with reorganizing and re-arranging present workrooms. In the pressroom have done away with all shafting, each press having its own motor, and all variable speed motors.



Mechanical Department in the Department of Printing connected with the Central Technical School, Toronto. Here real and successful work is done to turn out better printers. It will be noticed that the equipment is fairly complete, and that the principal press is one capable of printing a metropolitan newspaper.

Planning and Equipment of a Composing Room

A Common Cause of Loss – Can a Composing Room be Made to Pay Dividends? —The Saviour of a Good Cost System—Study of an Actual Floor Arrangement

By O. J. HUTCHINSON,
Foreman Composing Room, The MacLean Publishing Company, Toronto

IN order that the most efficient accomplishment may be attained in the composing room, several dominating features must be given the greatest consideration possible. The most important of these features are labor, equipment and arrangement.

It is conclusive that labor is the most expensive item in connection with composing room operation, therefore it is necessary that all the factors entering into the item of labor be given most thorough scrutiny. To surround the workman with best possible working conditions, such as good light, good ventilation, clean, healthful surroundings, and an abundance of working material is of the utmost necessity in order that the workman may be able to make the most of his opportunities and to make himself of greatest value to his employer.



A partial view of composing room The MacLean Publishing Co., Toronto

LACK OF MATERIAL

As a rule, most proprietors of printing offices will agree with these prime requisites as laid down; yet in what proportion of offices can it be truly said that such conditions exist? The greatest evil and waste to be found in the majority of offices are the lack of sufficient working material. Why this should be so is hard to explain. What would we think if we saw a carpenter on a job, having to stop work to hunt for a nail, or a bricklayer cast about every little while for another brick? Yet practically parallel conditions are still to be found in many so-called up-to-date printeries.

However, there is growing evidence that these conditions of affairs are rapidly vanishing. The installation of modern cost systems during late years has been the means of opening the eyes of many boss printers to the fact that their profits were largely eaten up through leaks.

The old fallacy entertained by not a few that the composing room is a necessary evil incidental to the carrying on of the business is fast disappearing, and is being replaced with the conviction that it can be made one of the most important dividend-producing departments.

MAKING THE COMPOSING ROOM PAY A PROFIT

It is a recognized fact that a great many composing rooms have not earned their way or showed a profit. If you asked the proprietor the reason for this he would probably be unable to tell you; that is, from a business standpoint or from known records. In many cases the lowly printer on the floor would come in for an extra dose of oft repeated abuse for his lack of diligence, etc., whereas, in truth, the explanation could be generally traced back to the management—this when the innocent little joker, the cost system, was intelligently applied. By means of a cost system, the actual causes of loss are brought to light.

COST SYSTEM A SAVIOR

What, then, shall be the remedy? The answer is: The introduction of office efficiency; or to dispel any doubts as to the meaning of the phrase, ordinary business methods. As a rule, a general housecleaning is in order. Obsolete and out-of-date material should be scrapped; the old tables, damaged cases, frames, etc., that are expected to "come in handy some day," should be relegated to their more profitable sphere, the junk heap. These should be replaced with modern, labor-saving equipment arranged to best advantage. Also sufficient working material of all kinds should be supplied, and the result then will be more, and better, work will be produced, and with less effort.

The purpose of this article, however, is not to dwell on the matter of equipment; but to show how the best possible results can be attained from what is considered the proper and necessary equipment, and its layout.

HOW NOT TO DO IT

Some time ago it was the privilege of the writer to visit one of the largest specialty printing houses in Canada. This firm came up from a small beginning and had made money, but it could be truthfully said that the larger the business grew the more money it lost on turnover through lack of business foresight in mechanical departments. To take care of increased business, much new plant and machinery were added from time to time.

On arrival of a new machine, the first thought was to find room for it with least trouble, and little thought was given as to its proper relation to other operations of work. As a result, the work was "chased" here and there, all over the place, much time being lost in unnecessary handling and through lost motion.

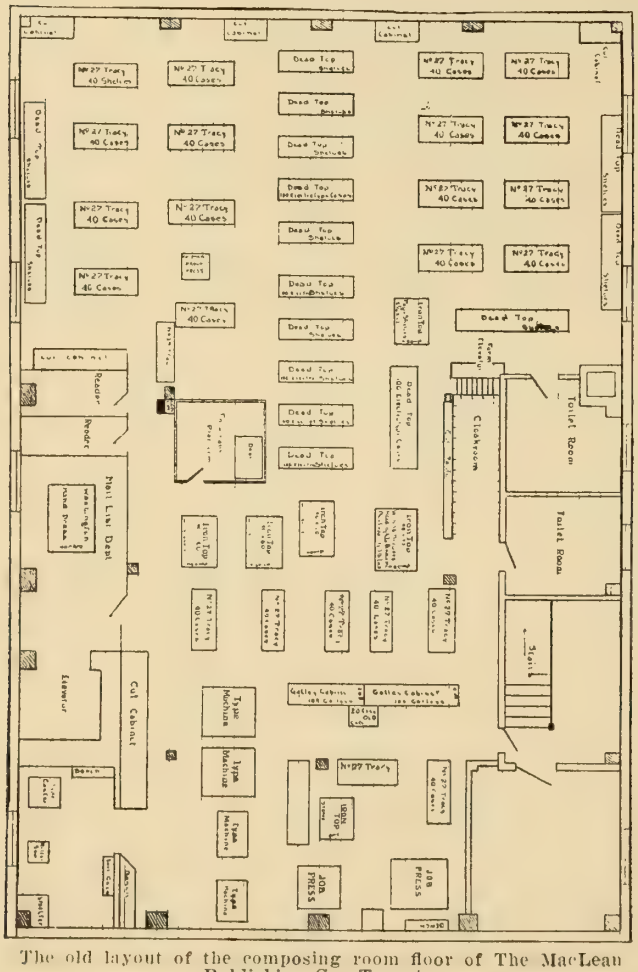
When remarking to a department manager on this apparent lack of arrangement, I was informed that it was impossible to put a system into a complicated business like theirs; while in fact it was the very class of business that permitted of the greatest scope for orderliness and system.

In these days of specialization in the printing business, it is well-nigh impossible to lay down set rules in connection with layouts of composing rooms that would be applicable to all. Of necessity, each plant has to be guided by the particular nature of its work, the size and shape of its premises, the location of best light, etc.

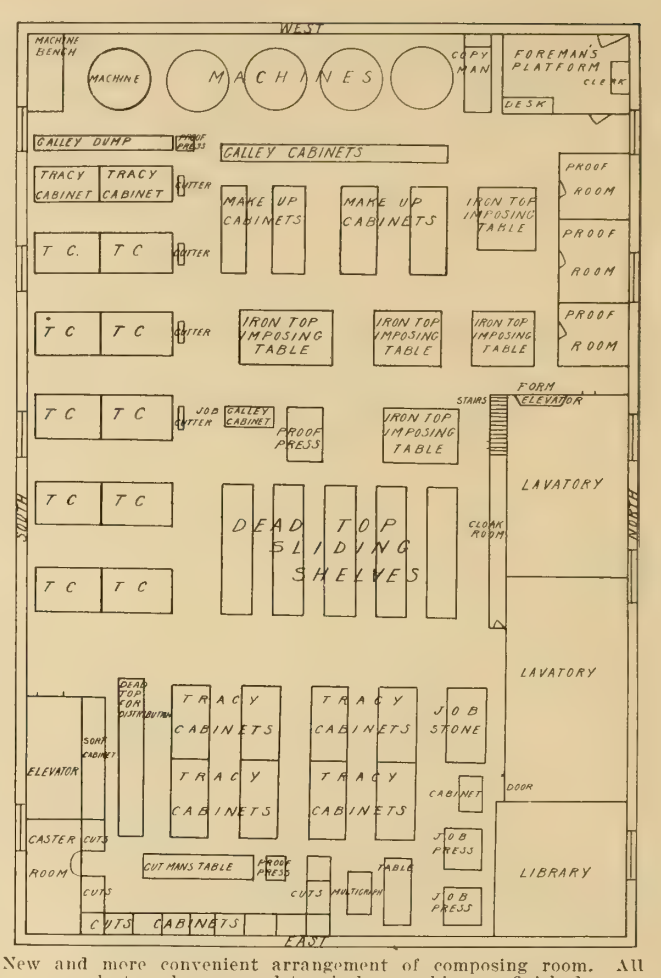
AN ACTUAL LAYOUT

We are submitting a plan we have worked out to suit our own particular requirements, and while we do not consider it perfect in every detail, yet we show it for your consideration in the hope that it will, in a general way, be found helpful when carrying into effect that long-delayed intention of putting your office on the best possible working basis. It might be said in passing that our work consists mainly of magazine and journal work, and our plan was worked out along the line best suited to handle this class of business.

When we worked out our present plan, we found that it was necessary to move practically every piece of equipment in the office. To an establishment the size of ours,



The old layout of the composing room floor of The MacLean Publishing Co., Toronto.



New and more convenient arrangement of composing room. All work travels a complete circle, reaching a finished condition in centre of room

this looked, on the face of it, a stupendous task, yet we felt sure that the results would justify the effort, and we are now fully convinced that we were right. We have recently handled a "peak load" of work, and we found that under present arrangements this went through without the confusion and strain that had often been the case when working under our discarded arrangement.

Besides showing our plan as it is at present, we are submitting, for the sake of comparison, the layout of the floor, previous to the change.

When we adopted the original plan we thought we had a good one. We had—on paper! Practical working conditions, however, gradually brought the weak spots to light, and it was quite obvious that with a little re-arrangement much greater advantage could be taken of natural light afforded, and much overlapping and lost motion cut out. Then began the task of evolving a plan that would eliminate the bad features and generally improve the methods of handling work.

THE EVOLUTION OF THE BEST PLAN

We did not reach in a day or a week the goal we intended to achieve, but as each betterment was suggested, a note was made. Employees were encouraged to bring to attention any suggestion that occurred to them likely to help facilitate the work, and in this way ideas were incorporated, emanating all the way from the "devil" to the president of the company.

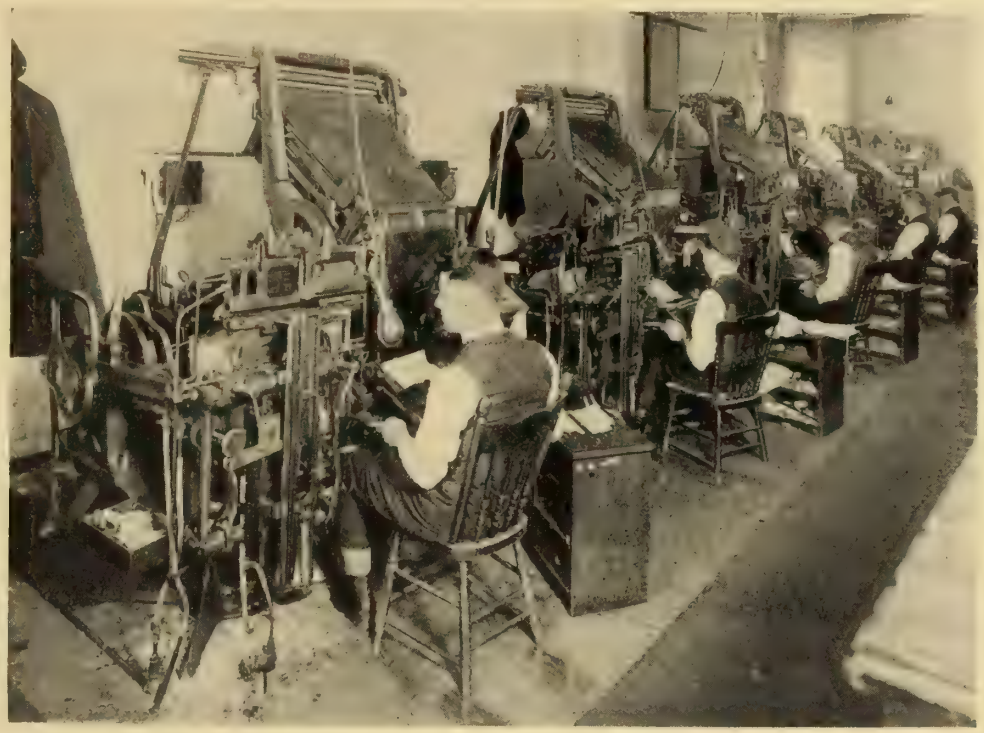
The dominating feature of our adopted plan is that all work is handled with least overlapping and retracing of steps. By a scrutiny of the plan it will be seen that foreman's desk is placed at the entrance of the composing room from the office. Under our old plan the foreman's

desk occupied a position at the centre of the room, from which all things, good and evil, radiated. The belief that the foreman's desk should occupy the centre of the room in order that he may see all that is going on at once is a good one, provided that the foreman happens to possess these super-human qualities so often expected of him. In our own case we have worked on the assumption that the foreman is quite an ordinary human, and so have placed him with his back to the wall, so that he will be in a better position to fight, should such dire necessity arise.

THE "WHY" OF THE NEW ARRANGEMENT

At the left of the foreman's desk is located the clerk, who looks after cost work. To the right of the foreman is the copy man, while continuing along his right is the linotype battery.

Facing the linotypes is the galley dump. Here all the machine matter is sorted and classified. All the ad. matter is delivered on galleys to the ad. section; while the editorial matter is pulled up on a press at the end of the galley dump, and left underneath the dump until proof-read. After the galley is corrected, it is placed in a galley storage bank close to the make-up section. The corrected proof is given a number to correspond with the slide it has been placed in. When make-up men receive the pasted dummy, the matter is all numbered, so that not an instant of time need be lost in locating matter required.



View of linotype battery MacLean Publishing Co., Toronto.

Iron top composing tables are the next step from the make-up men, so that the matter is handled from bank, to make-up to stone without waste motion. Imposing tables are as close to the form elevator as possible, so that trucking of forms across the floor is reduced to a minimum.

HANDLING THE ADVERTISING

The ad. section is on the south side of the building, close to windows and light from ceiling. Each ad. alley consists of two Tracy cabinets, giving eighty cases to an alley. Each alley is supplied with every size of the different generally-used faces of type, so that there is no necessity for a compositor's traveling all over the office in the course of setting a job, all material required being found in his own alley. Each compositor is supplied with miniature lead and slug cases to fit the upper shelf of his cabinet, so that trips to storage lead and slug racks are cut down to a minimum. Two lead and rule cutters and two mitring machines are arranged at the north end of frame, thus preventing the necessity of several men wasting time grouped around one machine at one time.

When the compositor has completed a job ready to pull up, he takes it to proof-press in the centre of the room. Beside the proof-press stands an all-steel galley storage cabinet that holds one-hundred job galleys. The compositor puts the job in the cabinet, puts a number on the copy to correspond with the number in the cabinet, places his copy on top of cabinet and goes back to his frame to start another job. When the boy on proof-press pulls a proof, he puts a number on proof and leaves the job in the cabinet, so that it is stored out of the way until the proof comes back to the compositor to be corrected. In this way, the compositor's frame is always clear for action, not having several jobs lying around his frame in the way.

Dead top tables fitted with letter boards are placed at the north side of the ad. section. These are all labelled, classifying different size ads. for different papers. All live ads. ready to be made up are placed on top of boards, while used ads. that are likely to repeat or change are placed on the letter boards underneath.

At the east end of the ad. section and close to the job department is placed a dead board. In front of this dead board, or on the south side, is placed a built-in cabinet to hold all sizes of quads and spaces in abundance. Just back of the dead board or to the north, the cabinets nearest to the caster-room contain the sort-cases. By this arrangement the man in charge of the dead board has all sorts and spacing material directly at his disposal, so is able to keep cases plentifully supplied. All distribution is done on the cabinets immediately behind the dead board. All cases that have run low are brought here to be replenished, or are exchanged for full cases. Each case is labelled and provided with a pull, and all cases are arranged in the same order in each alley. In this way, if a man is working in an alley different from usual, he will find all type arranged as in his own alley.

THE JOB DEPARTMENT

The job department is placed at the north-east end of the room, at right angles to the ad. section. This department is supplied with complete material for its own use, so that it can be managed separately from the ad. section.

THE CUT DEPARTMENT

The cut department is assembled at the south-east corner of the room. Here thousands of cuts are carefully

indexed and filed. Note in the accompanying plan the hollow square arrangement, with the cut-man's table in the centre, cutting down lost motion to a minimum. Under the old plan the cut-cabinets were scattered around in any out-of-the-way corner, while the cut-man did not work



Printing and Publishing offices of the *Victoria Times*, Victoria, B.C.

near them. All orders for cuts to be used are made out in the office, and cuts are then delivered to the particular men requiring them.

A room for type-caster, Miller saw and smelter is partitioned off in one corner. The type-caster is in continual operation, so that there is no running short of sorts, in addition to being able to make all necessary type for the cases. The linotypes are equipped to cast leads and slugs and all standard styles of border.

We have tried to keep in mind that men and material must be kept in as close relation as possible. By doing this loss of time is kept down to a minimum, and it is these small losses of time, when aggregated, that rob many a proprietor of his proper profits.

In the small plant, also, the owner of a small shop may think that system and efficiency are allright for the large office, but that he cannot afford the expense, or see the need to spend time in this way on his own plant. It is just as necessary for the smaller owner to put his plant on the best possible working basis as it is for the big fellow. Where the sphere of operations for the small owner is often inevitably restricted, it is necessary that the greatest care possible in management be exercised in order to make the living to which his efforts entitle him.

The outlay for necessary labor-saving equipment does not need to be large. The chief point to bear in mind is whether a piece of equipment contemplated will return dividends. If it will, then the sooner it is installed the better. Make sure that the equipment contemplated is the very best obtainable for your particular needs.

There are many makes and many grades and styles of labor-saving equipment on the market to-day. Not long ago we heard of a man who wanted religion, but was worried as to the proper church to join in order to get what he wanted. On investigation he found that they were all good, so it narrowed down to adopting the one that fitted in with his particular temperament. Much depended on his judgment. In the same way it behooves every ambitious printer, if he is to succeed at his calling, to give his best thought and attention right from the business office to shipping-room door.

The Windsor Evening Record

EXTENSIVE improvements, costing about $5,000, were recently completed in the business office of *The Evening Record*, Windsor, Ont. The business office was enlarged to double its former size and renovated throughout, new fixtures, tile floor, etc., being installed. The business department will now have an office 30 by 50 feet, thus relieving congestion that was becoming somewhat of a problem. Increased window space afforded better facilities for the display of bulletins.

In the floor plan arrangement space was reserved to provide a private office, 8 by 10, for the publisher, Mr. John A. McKay, which was fitted up in attractive style, and is partitioned off from the rest of the room.

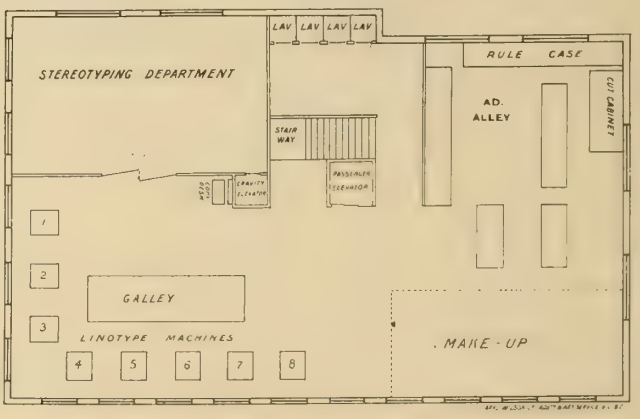
On the second floor, leading to the editorial rooms, located above the business office, a library, 25 by 30 feet, has been provided, giving convenient access to the files of the paper for both business and editorial departments.

The window space in the entire front of the business office, 50 feet, is so arranged to give a clear view of the operation of the Duplex tubular press, the second of the kind installed in Canada. This enables pedestrians to see the papers being printed at the rate of 25,000 an hour for any size from 8 to 16 pages in one book. In connection there is an up-to-date stereotyping department, the total cost of the new press equipment being $13,000, not including expense of installation.

The Victoria Times

A SKETCH of the composing room and stereotying rooms (which occupy the whole of the top floor) of the *Victoria Times*, Victoria, B.C., is shown herewith. In the composing room is a battery of eight linotypes. The plates for the press are sent to the press room (in basement) by a gravity elevator.

In the basement is storage for two carloads of paper. The press is a Goss "Acme" straight line, capacity 24 pages (one color) at 15,000 per hour on half fold. One



Mechanical Dept., *Victoria Times*, Victoria, B.C.

feature of the press is, it is necessary only to cast single plates for each page except the dinkey.

The editorial and photo engraving departments occupy the fourth floor. They have an unobstructed view of the Olympic Mountains, in the State of Washington, thirty miles across the Strait of Juan de Fuca, as well as both the inner and outer habors of Victoria.

Copy for the editorial and composing rooms is forwarded through pneumatic tubes. All departments are equipped with the Deveau push-button telephone.

All newspaper, press rollers and inks used are manufactured in British Columbia.

OUR business in life is not to get ahead of other people, but to get ahead of ourselves; to break our own record, to outstrip our yesterdays by todays, to bear our trials more beautifully than we ever dreamed we could, to whip the temper inside and out as we never whipped him before, to give as we never have given, to do our work with more force and a finer finish than ever; this is the true idea: to get ahead of ourselves. Whether we win or not, we are playing better than we ever did before, and that's the point after all—to play a better game of life.

Maltbie D. Babcock

Fifth Annual Exhibit *of the* St. Catharines Art Association

to be held in the Public Library on February twenty-first, twenty-second and twenty-third, nineteen hundred and sixteen

CATALOG COVER PAGE—which gives a pleasing effect through the use of Caslon and Italic and decoration suggestive of the catalog title

The Canadian Wall Decoration Company

Rare Tapestries
Wall Coverings
of every Fashion



Catalogue for 1916

A DECORATIVE COVER—(trim to border) for a decorative business



ANNOUNCEMENT FIRST PAGE.

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

WE ARE delighted to see that so many are taking an interest in the Review Department, and are continually sending in their specimens. Every month brings to us work from new sources. The greetings received were very numerous, and though we have been unable to reproduce them we have made acknowledgement of same on another page of this issue.

We have already a large assortment of samples which have been sent in for our March Review, but we desire still more. To help, therefore, to make this department more interesting, we ask compositors and apprentices to submit their every-day efforts which will tend to make an educative department for all. Do not delay—gather some specimens together at once and mail flat. The March issue may be crowded by the time your package arrives but they will be reviewed in the following month.

Fred Doig, St. John, N. B.—Most of your work this month is interesting and further demonstrates your ability to produce good printing. The greeting for Waterbury, Rising, Limited, is very attractive, showing good taste in choice of decoration and color scheme. Two other jobs that have been handled in a skilful manner are reproduced.

For the benefit of those who are not able to see the original of "Redmond's" statement design, we may say the initials "R" and "M" were in orange, together with the rules; and the remainder was in a bronze blue.

THE PROVINCE JOB PRINTING, Regina.—The greeting sent out by this printing house is some proof of their being able to do good printing. The wording itself is very appropriate—and as stated, written by their staff. The printing

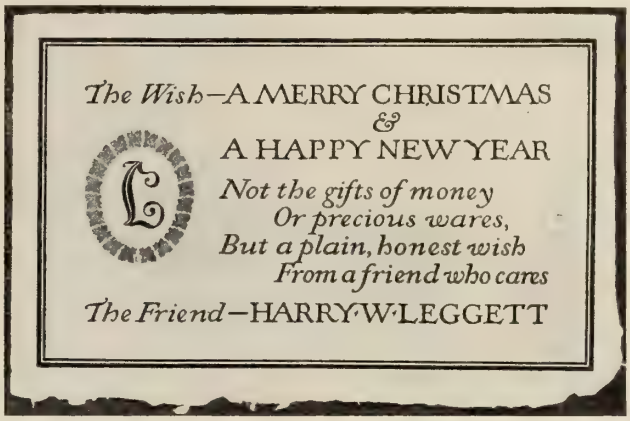


A distinctive letterhead of the Vernon *News*. Original printed in dark green, orange and brown. Decorative part was embossed and the main line was a two-color letter.

is in green and orange on a buff cover stock. The text line on the top would be improved by omitting letter spacing and using an ornament to give the square effect; and to have used thinner spacing in text verses, would have adhered more to the Cloister character of the letter.

R. A. W. JARVIS, Newcastle, N.B.—On your letterhead for the Black Fox Co., the type and panels are too large. A smaller and heavier letter would have been more in harmony with the heavy cut used, and by omitting the lines on top and bottom of the type line under cut, you would have avoided the crowded appearance it now presents.

The letter heads for Jas. B. Storer and A. J. Bell Company, show careful treatment in both type and color, and are indeed examples of good typography. A second color on the "Bell" letterhead would have greatly enhanced its appearance, but the customer does not always see value in this little additional cost.



A rich, hand-lettered card by Harry W. Leggett, Ottawa, printed in dark green and orange and a white hand-made card. The initial only was in orange.

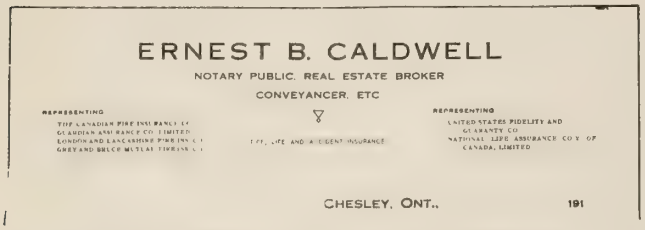
THE VERNON, B.C., NEWS.—The advertising folder sent out by this newspaper should prove effective. It is from the start an example of good design and good printing. Several other pieces of advertising are evidence that this concern is in earnest in its quest for business. On the blotters a cross-line metal border has been used, but the corner pieces do not run parallel with the rest of border. The very neat and attractive letterhead of this paper is reproduced. The original was printed in dark green, brown and orange, and embossed. We regret we are unable to do justice to it in the reproduction. A letter on such a sheet as this should create a favorable impression on a buyer of printing.

RAY D. LILLIBRIDGE, INC., New York.—This firm makes a specialty of technical advertising and has supervised the production of a handsome catalogue for the Richardson Scale Co., of Passaic, N.J., printed in two colors throughout, the cover being in blue and silver and embossed on a brown Sunburst cover. Whoever the printers of it were they were certainly experts in this class of work.

THE CHRISTMAS number of "Peps" of the Federated Press, Montreal, is bright and interesting—emblematic of the season with decoration, and puts forth forceful arguments in favor of good printing, together with proof that this company is capable of doing such.

ERNEST WRIGHT, Chesley, Ont.—The letter heads you mailed for review are a credit to your efforts as a display compositor. You have asked in your letter for our opinion

on the type work only, but we cannot refrain from making comment on the presswork, it is without doubt very creditable to the individual responsible for it.



A well designed heading by Ernest Wright, Chesley, Ont. Note the excellent balance and harmony of type faces.

Especially well designed are the headings for David G. Leitch, Ernest B. Caldwell and Halladay & Bilks, but in several instances you have used underline rule too light in tone for the black face type. While underlines do not tend to decorate, but very often detract from the type, they should be of a harmonizing tone. Another little point which we notice on a couple of your headings is the use of a light rule on both sides of a short line, the omission of which would simplify the design; or in other words do not make use of the above mentioned point, or do excessive letter spacing in an effort to get a squared-up effect to a design. More often a long and short line is more pleasing, and especially with gothic types, and script. We hope your observation of these few remarks will be beneficial to you, and that you will favor this department with more of your work. One of your letter-head designs is reproduced.

Greetings have been received and much admired from the following: Harry W. Leggett, Ottawa; Harry W. Wadland, Toronto; Montreal Printers' Board of Trade; E. T. Hardman, Oak River; A. L. Barrett, Curling, Nfld.; John Martin Paper Co., Winnipeg; Optimist Ptg. & Publishing Co., North Battleford, Sask.; W. H. Dennis, Halifax; The F. W. Fowler Press, Saskatoon; *Daily News*, Nelson, B.C.; *The Claybelt*, Cochrane, Ont.; Southam Press, Toronto and Montreal; Axel Edw. Sablin, East Aurora, N.Y.; A. H. McQuilkin, Chicago; Arthur S. Allen, of Philip Ruxton, Inc., The Dwinell-Wright Company, Boston; Chronicle Press, Orange, N.J.; L. A. Hornstein; The Art Press, Newark, N.J.; Modern Die & Plate Press Co., Belleville, Ill.; Universal Type Making Machine Co., New York; Japan Paper



Two simple and effective letter heads by R. A. W. Jarvis, Newcastle, N.B.

Co., New York; Dexter Folder Co., New York; Wrigley Engraving Co., Atlantic, Ga.; I. T. U. Commission, Chicago.

It costs more to do business when times are dull than when things are booming.

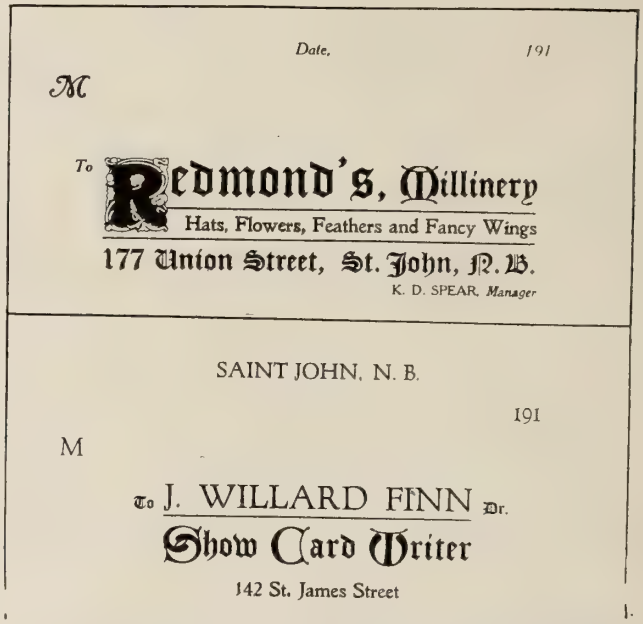
If you do business at less than cost you are creating a demoralizing competition for yourself.

Printing a Hymn Book in Canada

An event of really great interest in Canadian printing is the preparation of a new Methodist Hymn Book, which will be published probably next September.

This book is being prepared in its entirety in Canada—in the Methodist Book Room; it will be set up, printed and bound in the new Wesley Buildings. The old Methodist Hymn Book was similarly produced in Canada. These two hymn books—the old and the new—are the only publications of this nature to be turned out in Canada.

The usual practice is to prepare publications of this sort in manuscript form and then to send them to England—usually to the Oxford Press—to be set up, printed and bound. In the case of the new Methodist Hymn Book, the



Two attractive statement headings—the work of Fred. Doig, St. John. The top design was in blue and orange—the initial "R" being two-color.

work of editing and the mechanical work are being done in this country. When the book is all set up, pattern plates will be made and proofs will be sent to English and other owners of copyrights for essential revision. Then when proofs are finally O.K.'d, the job will be completed in this country.

The secretary of the Hymn Book Committee is Edward J. Moore, himself a practical printer, and the son of H. P. Moore, publisher of the Acton *Free Press*. Mr. Moore holds a very important post in the business department of the Methodist Book Room.

History of B. C. Journalism

In the *British Columbian Federationist*, the official paper of the Vancouver Trades and Labor Council, in its issue of Jan. 7th, was published a 6-col. "Brief History of the British Columbia Press." This chronicle is not only extremely interesting, but even valuable and one could wish to see it reproduced in pamphlet form, or better still as a cloth bound volume. The preparation of an article of this sort involves great research, and the results of so great labor deserve more permanent expression than is provided by the columns of a newspaper. Printer and Publisher compliments the writer of this article on his work, and the editor of the *Federationist* on securing for his paper so fine a feature.

Harry C. Stovel's Memories of Fifty Years

When Comps Wore High Hats—Feats of Printing—Woman Suffrage—Leaving the Home Nest – Comrades of Early Days

By HARRY C. STOVEL

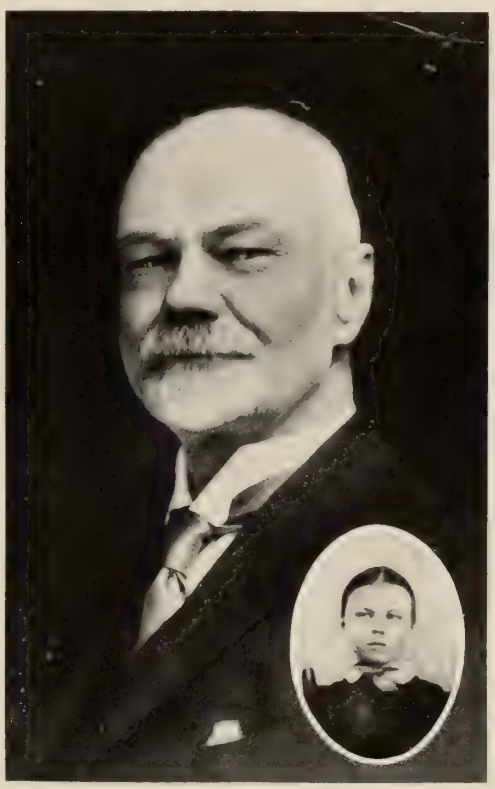
I REMEMBER my brother John and myself running the edition off weekly on the Hoe hand press; it was some job, but you know, "there is a knack" in doing it, and we would say that we did not mind, for there was satisfaction in having the largest circulation as well as the largest paper.

I remember the L'Original *Advertiser*, I think it was, trying to equal us in size, but there was difficulty with them, for we not only got our "insides" from Wilson or Dewey, but from Chicago as well, so that we had good sheets all the time, except when a little thrust at England appeared in the American ready prints.

I remember some time well on in the game our getting a Miller & Richard Wharfdale and running the sheets off by hand power. The nights of printing didn't mother use us as only a mother can! We were her boys, you know, and because "they are working hard at the printing," it was necessary that she feed us well.

I remember well the front page of the paper, always in story, and set in Long Primer (Long Prieye-mur, as a manager of one of the type houses called it), and the many "stints" that the page was, both for "dis" and for setting.

I remember when 900 to a 1,000 was considered extra good composition, per hour, and not often was a thousand reached. And the handfuls taken for dis look like columns now.



HARRY C. STOVEL,
Winnipeg
Showing him (1) as an ANGEL with bright visions running through white matter; and (2), SEASONED with the ups and downs of worrying for others.

HIGH HAT DAYS

I remember yes I do! the days when the Toronto *Globe* comps wore silk hats, and if I recollect aright the late Josh Johnston, of type fame, was one of them.

I remember, to be up to the times, riding horse-back some miles to get particulars of the burning of a barn in order that we might have what is nowadays a scoop.

I remember writing up a horse race during which a reeve of one of the adjacent townships, who was the worse of liquor, ran out from the side of the track, and was knocked down by one of the horses. I remember being called to book for saying in the report that the man was the worse of liquor,—and being asked if I really knew when a man was drunk,—"might he not be dizzy with the heat"? and so on.

WHEN LINDSAY AND SEAFORTH EXCELLED

I remember having the Lindsay *Post* and Seaforth *Expositor* in view as the model weeklies. While we were larger in size, they oustripped the *Confederate* in district news. Weekly they had a fine budget of good items from all the neighboring burghs. This we tried to "catch," but to no purpose. Prizes were even offered, and pads and pencils, and postage, furnished free, but our correspondents would run into gossip, and then trouble was coming to the editor. Though having the largest paper we could not get those who undertook to correspond to keep it up regularly; they would not come across with "only one item," as we used to say, weekly; one week we would have more than we had space for, and the next none from some.

THE ARTIST MIND AT WORK

I remember quite well when the mottled paper came in, and how it helped out in making showy posters.

I remember, it was generally after the paper was "off," sale bills were the thing; perhaps half a dozen were printed at about the same time, lines and so on being saved from one for the other.

I remember how time used to be spent in getting out full sheets; the placing of strips of paper across the main lines so that they would have an attractive appearance—a broken or other effect. This was where father shone. He, being a tailor, could handle the shears to good advantage, and would delight to help "his boys" by cutting the strips. About that time everything possible was done in connection with fair and soiree bills so that they might be entered in competition at the fairs.

I remember, you bet I remember, printing on the granite paper, in red, blue, green, gold and silver. Our regret in those days was that there were not more than three distinct colors. Mixing was not one of the accomplishments of the printer those days.

I remember quite well when it was the order for country,

and even township, agricultural societies to offer prizes for competition in printing. That was a cinch, as they would say to-day, for us, Brother and myself, with of course the assistance of father, who, though not a printer, delighted to aid in the work, and would make suggestions as to how we could improve the appearance of the posters through puting this and that paper strip on the wood letter, to give the bill an attractive appearance. And he would work the "color" up to perfection upon the slab, and see that the



FOUR SCHOOLMATES

Standing, at the left-hand side, is "Dave" Jamieson, now Hon. David Jamieson, Speaker of the Ontario Legislature; the next is the author of these reminiscences; sitting, on the left hand side, is "Jack" Laurie, for years a leading contractor in Detroit, and latterly one of the most successful organizers of labor in the U.S., and the fourth figure is that of Alex. Marshall, one of the old-time type-slingers and more recently a proofreader on one of the London, Ont., dailies. No doubt the success of the two on the left side of the picture is largely attributed to their association with members of the "fourth estate."

type was well covered before the tympan was lowered. Mr. Hastings, of Vancouver, I think could tell you something about the competition at fairs.

I remember one year making a dead set to secure annual reports, or auditors' reports, of different municipalities. About a dozen were secured, and the wonder at other offices was how we could do them at the figure quoted. There was this trick about the jobs secured. The job was set-up in double column measure and run as news in the paper, thus so much composition was saved for the paper (there was no boiler-plate then, all had to be set) so, by doing this, the composition for the reports was directly saved for them.

VOTES FOR WOMEN

I remember the sacrifices of a loving mother, and later a devoted wife, in the effort of acomplishing "something." Did accomplish "something," but the gain financially came to those who succeeded. It was evidently my part to pioneer, and for others to reap; but the "something" stands to-day. This "remember" enables me to get in a "go" for women having votes. The one who gave me birth, and the one who later guided me and bore the battle with me—would I not like such as they to have a voice in the doings of the country? Certainly, yes. Say, you fellows who are apparently against extending the franchise to women, haven't you had sufficient experience and assistance from the fair sex to know that they are all right? I think so; but the cussed fear of giving in, or its not being "the party plank," stands in the way. Loosen up. and let the hand that rocks the cradle have a fair shake.

I remember type was type in those days. The devil had to be careful and see that all not picked up by the comp. was so done by himself when clearing up; it was not like many offices these days when the monotype letters lie almost any and everywhere on the floor, as though costing nothing; then even a hair space was precious.

IN QUEST OF A LARGER CAREER

I remember tiring, as I thought then, of the humdrum of the "old town," and taking stage for Fergus, where application was made to J. & R. Craig, of the *Record*, for work; but getting no help from them or the Pembertons, who published the other paper there, I pushed on to Ingersoll, at which the *Chronicle* was THE paper of the day. No help coming, London was next struck, and here "fortune favored the brave," at the *Free Press*.

I remember it well, being paid two-thirds in orders and one-third in cash. As I boarded with one of the other comps. of the office, (Lindsay, the swift comp., with the swing to his body as he passed his hand to and fro for the letters) it was impossible for me to pass the orders all over to my boarding house, so there was generally a good sum (say five or ten dollars) coming to me.

I remember the crowd of good fellows there at the time; the Southams (father of the present Syndicate-Southams, they of Tecumseh baseball fame); Brierly (who was paymaster or cashier of the *Free Press*); "Jack" Dewar, the Bremners; the Yelland boys, and "Tom" Bland, he of the Linotype Co. now.

I remember there was a Paul in the comp. room, and a Silas; and "Mud'uts" as we called him, now Jas. Hooper, King's Printer, of Winnipeg, was one of the Londoners. Oh, yes, the speedy O'Brien must not be forgotten, and little "Shorty," who was always kept cleaning up.

I remember and some of the other fellows will remember better, the wooden patent pail that did duty for the beer to be had downstairs and across the lane—the water, you know, was not the best for night lunches.

I remember quite well how the folks at home thought I was progressing when I became assistant to Dewar, the night foreman of the *Press*, and how glad I was when he would say: "Go and make up the Aylmer paper outsides." The *Free Press* printed such for The Paper, as it was called, and it was made-up from type out of the daily or weekly.

(To be continued.)

New Press Association

At Huntsville, Ont., on January 28th, was formed the Muskoka-Parry Sound Press Association, with the following officers: President: H. E. Rice, Huntsville *Forester;* Vice-President: G. H. Thomas, Bracebridge *Gazette;* Secretary, J. H. Fawcett, Burk's Falls *Arrow;* Committee: J. B. Lake, Powassan *News;* Wm. Ireland, Parry Sound *North Star*, and H. D. Wright, Gravenhurst *Banner*. To assist in the work of organization, A. R. Alloway, Assistant Manager of the Canadian Press Association was present, in the unavoidable absence of W. E. Smallfield, President, Canadian Press Association.

Making the Country Weekly Pay a Profit

The Country Publisher a Vital Factor in His Community—Reckoning the Proprietor's Salary—Raising Advertising and Subscription Rates

By DON C. SEITZ

THE popular impression about running a newspaper is that it is a sort of pastime, wherein the editor or publisher has a chance to air his mental vagaries and get even with the neighbors. This impression has been fostered more or less by the profession, particularly those of us who print rural newspapers. The country publisher, in the vast majority, seems to regard himself as a hanger-on in the community, instead of its most vital factor. He does not seem to know that when he issues a newspaper in a country town he is doing that town a far greater service than he is being paid for. In a cheerful sort of way the country editor is apt to think himself a public camel, upon which any load may be safely piled, until the local banker or money-lender tosses the last straw across his spine.

A WRONG ESTIMATE OF ONE'S BUSINESS

There is no reason why a newspaper cannot be a public servant and collect a proper remuneration therefor, just as any other enterprise does, that serves some popular need. The fact that it fails to do so is mainly because of a state of mind on the part of an editor. This has for its backing the theory that he must get out the paper anyway.

Therefore, every press agent with a matrix, every circus with a stock-cut, every movie show with a string of electrotyped actresses is welcome to the full use of his space. The press agent for the movies probably reinforces his cuts with some interesting points about the movie industry, showing that it represents $275,000,000 of invested capital, and that one-fifth of all the people of the United States blink at the screen every day. He forgets to add that they pay from five to fifty cents apiece for this privilege, and that some of it might go to the editor and publisher, if he had sense enough to go after it.

WORKING FOR NOTHING

The theatre in the small city or country town is another of the overfed and overplayed burdens to the publisher. He takes the advertising at a pitiful price and then trebles the space with free reading notices written by the agent for the show. The editor has no opinion about it, but all the boys in the office have gallery seats. In many parts of the country the politicians think that because an editor has certain known and professed political leanings he should print all their flubdub for nothing and let the children go barefoot. When he declines to give up his space for this purpose he is charged with disloyalty to the party, and usually read out of the camp.

Now I think that the editor or publisher, whichever you choose to call him, in such instances, is wholly to blame; from lack of a little stamina, from a poor idea of his own merits and perhaps to ease his poverty, he perpetuates the latter by failing to have the courage to demand a proper return for what he does. If he did this he might not win out the first time, nor the second, but he would the third and thereafter, because it is a trait of human nature that when people fix a value upon something it has a tendency to make it valuable. People like graft but they do not respect it. Value received is the true standard. This insisted upon, most of our printer publishers would be prosperous and would not have to be afraid of anybody. Why should an editor be afraid? He speaks with a thousand tongues and he sees with a thousand eyes. The crowd should be afraid of him—not he of the crowd.

THE PROPRIETOR'S OWN PAY

One of the great troubles in a country newspaper office, and these I have in mind mainly, is that the proprietor never seems to think that he personally is entitled to any wages. He pays the journeyman occasionally and once in a while gives the apprentice boys a quarter—but for himself he is apt to take his recompense at the store and his subscriptions in firewood, leaving money to be dreamed of but not procured. In figuring his costs he does not set down as a rule any price for his own services such as he would receive were he employed by another man.

Therefore, in telling a publisher how he could make his business pay, I would just have him set down a proper valuation for himself, add up his wages and that of his employes, and to this total add 150 per cent. for overhead and then get out and chase business on that basis.

THE IMPORTANCE OF KNOWING COSTS

The news columns, instead of being viewed as a dumping ground for electrotypes and press puffery, should be regarded as valuable for the conveying of news, and the advertising columns, instead of being filled on the theory that an electrotype block does not require any composition, should be figured at the cost of composition, of the white paper and of the value of the circulation to the advertiser. Many newspapers have no knowledge whatever of the earning power of their columns. I presume I have asked one hundred publishers, many of them in charge of large enterprises, what was the daily net earning power of their columns, and not one could tell me, and yet until the publisher knows what each column brings in each day, he cannot possibly figure out a just basis for securing his profits.

GETTING ENOUGH FROM ADVERTISERS

Many country publishers print a thousand columns a year, some of them two thousand and three thousand columns on a basis where they make no money, when a tax of 50 cents or $1 a column laid upon the advertiser would bring prosperity, if not affluence. This tax split by many different users of space would be very small. If the advertiser objected to pay more he should be persuaded to curtail his space a trifle enough to balance his expenses to himself.

In peserving the rate for the publisher in this way a sure return is secured for the use of the white paper, and puts the editor in the class of the man who made two blades of grass grow where only one had sprouted before. These suggestions are very simple. They require nothing more than moral courage, common sense and a lead pencil, the latter to be used in computing the necessary figures.

Thanks to the post office it is incumbent upon an editor to have his subscriptions paid for in advance, yet many of them have resented this protection and feel that they ought to be allowed to trust the subscriber forever, forgetting that the subscription money probably conveys a profit in itself of not more than 15 per cent., and that this is readily consumed in the arrearages.

THE $1.50 IDEA

I suppose 40,000 editors have been ruined in the last hundred years because they were afraid to ask a man for $1.50, thinking it might cause him to stop his paper. They should remember Horace Greely, who was ordered to stop his paper by an indignant subscriber, and he explained that this would not do because he had to get it out for a large number of other persons who were still subscribers, and some of whom had paid in advance.

I know a country publisher who has made a fortune in a town of less than three thousand inhabitants. He is the wealthiest man in the place and he had made it all by observing the ideals laid down in the foregoing. In other words he has secured advertising at a rate that was profitable, and has received his pay for it. He has wasted none of his space in puffery for the sake of saving composition or securing favors.

When a subscriber failed to pay up he stopped his paper and if necessary gave the account to a lawyer to collect. He was not afraid of his community, or anyone in it. And above all, and best of all, he was not afraid of himself!

Association of Canadian Advertisers

ON FRIDAY, Jan. 28th, was held in Toronto the annual meeting of the receently organized Association of Canadian Advertisers. Reports of the year's work were submitted, various matters discussed, and addresses given by two visitors from the United States—O. C. Harn, advertising manager the National Lead Co., New York., as representing the Association of National Advertisers' organization; and L. B. Jones, advertising manager the Eastman Kodak Company, Rochester, as representing the Audit Bureau of Circulations, Chicago, of which he is a director. The following are the officers for the current year: President, L. R. Greene, sales manager, Tucketts, Ltd., Hamilton; vice-president, D. J. Beatty, advertising manager, Northern Electric Company, Montreal; treasurer, J. R. Kirkpatrick, Treasurer, E. W. Gillett Co., Toronto; directors, Col. Campbell, Kellogg Toasted Corn Flakes Co., London; H. E. Mihell, Imperial Varnish Co., Toronto; A. A. Briggs, Dunlop Tire Co., Toronto; W. M. McKay, Lever Bros., Toronto; G. G. Hodges, G. A. Slater Ltd., Montreal; and B. H. Bramble, Goodyear Tire & Rubber Co., Toronto. The secretary is W. A. Lydiatt, 53 Yonge street, Toronto.

In the evening a dinner at the Prince George Hotel was held, at which were present as guests a number of Toronto publishers, and advertising agents. At this session addresses were given by O. C. Harn of New York, and C. C. James, of the Dominion Department of Agriculture.

While the proceedings of the annual meeting have not been communicated in any full way to PRINTER AND PUBLISHER, it is known that much of the discussion had to do with the vexed question of audited circulations. The association has been making very considerable efforts to obtain from all Canadian publishers either A.B.C. statements, or statements made out on the association's own forms. These efforts have not always been understood and in certain cases the correspondence has produced strained relations and disturbed confidence. It is betraying no secret to say that the reports—and the non-reports—are communicated to the membership of the A.C.A. by special bulletins, and in those cases where the attitude of the publisher is antagonistic or evasive, a bad impression is likely to be developed—one prejudicial to the publisher.

The belief of some publishers is that the A.C.A. is an organization out with a club, and so there is aroused a feeling of suspicion. PRINTER AND PUBLISHER believes that those who are unfriendly to the A.C.A. and its ideas are misunderstanding the organization. The Canadian organization is patterned after that on the Association of National Advertisers, which has been in existence for six years, and which has completely established itself in the confidence of all clean and sincere publications.

From what PRINTER AND PUBLISHER knows, business has been withheld by many of the members of the A.C.A. from those publications which have failed to meet the requests of the A.C.A. for circulation statements made out on A.C.A. forms, and other papers have had their schedules considerably reduced. Of course, the A.C.A., and perhaps the individual members, are not likely to tell a publisher why his medium has been omitted—that is, the true reason; but are more likely to use those stereotyped expressions, "Our lists are arranged for this season, and our appropriation will not allow the addition of any new publications," or, "We are confining our present campaign to certain territories," and similar pat phrases.

Canada's history in advertising is very certain to follow that of the U.S.A., and in this country, the circulation battle has been fought—and won—by the advertisers. But the best class of publisher has been an ally of the advertiser. He sees nothing wrong or unreasonable in the advertiser's request for the fullest possible information concerning circulation; on the other hand, he has felt that if the advertiser only knew how good a circulation he, the publisher, has to offer, the advertiser would be eager to use his publication, and so he has anticipated the advertiser in procuring and providing the particulars desired.

Canadian Newspaper Changes in 1915

AMONG Canadian newspapers which discontinued publication during 1915, were the Cranbrook (B.C.) *Prospector;* Prince Albert (Sask.) *Herald,* weekly edition; the Vancouver *Saturday Sunset;* the Vancouver *Journal,* and the Vancouver *Times.*

Among new newspaper homes occupied in Canada during the year 1915, were those of the *News-Telegram,* Calgary; the Vancouver *News-Advertiser,* and the Vancouver *World.*

Among changes in price, or size, or from morning to afternoon, or cancellation of one edition, the following are to be recorded:

Several western dailies to 10 cents a week.

Numerous weeklies, western and in Ontario, from $1.00 to $1.50.

The Winnipeg *Telegram* to an 8-col. p., 12½ ems.

The Toronto-*News* to an 8-col.p., 12½ ems.

The Moose Jaw *News,* from morning to evening.

The Regina *Province,* from morning to evening.

The Winnipeg *Telegram,* from morning to evening.

Among newspapers celebrating 25th anniversaries were:

The *Record,* Windsor, Ont.

The *Vernon News,* Vernon, B.C.

The *Conservator,* Brampton, Ont.

Newspaper offices which suffered loss by fire were:

The *Free Press,* London.

The *Standard,* Regina.

The *Journal,* St. Thomas.

Personal changes are too numerous to record, these changes are abnormal, being due mainly to enlistments for overseas service. These changes relate to newspaper owners, chief editors, business managers, advertising managers, circulation managers and reporters. Perhaps the most important editorial change of the year was the resignation of Dr. J. A. Macdonald of the Toronto *Globe,* and the appointment of Stewart Lyon as his successor.

Successful Estimating and What It Involves

Price-Making and Estimating Not One and the Same—The Folly and Penalties of Guessing—The Plant's Efficiency

By LOUIS H. GERHOLM

SUCCESSFUL estimating is one of the vital parts which form the foundation of a progressive print shop. I consider it as principally a factor in keeping the wheels in motion and the employees busy just the same as coal or fuel gas which is used in generating steam and electricity would be to any manufacturing plant. Eliminate these elements and your wheels are compelled to stop.

The same theory applies to estimating, and in order to accomplish the results of "keeping things a-moving," the estimates must be right and at the same time carry with them a reasonable profit to the firm.

It is known there is a vast difference between a salesman and an order taker. There is just as much difference between an estimator and a price-maker.

WHAT IS INVOLVED IN ESTIMATING

There is more to an estimate than so many reams of paper at so much per ream, so many hours at so much per hour, foot them up and add your profit. A price-maker can do all that; an estimator should do far more. For instance:

I will analyze the job before I start to estimate. I will learn the purpose of it, so that I may satisfy myself as to what kind and quality of stock to use. Then I will take the job on an imaginary trip through the plant, stopping at each department, so that I may miss none of the operations that may be necessary to complete it. I oftimes consult the foreman of the composing-room and press-room in regards to composition, make-ready and running time which I think a safe plan to pursue; and if I am successful in procuring the job and it goes through the shop for completion, the parties consulted have an idea what can be expected of them and no doubt will endeavor to make it a profitable job—of course barring unforeseen accidents and troubles.

I must have a creative imagination that can change the scrap of paper on which is written John Jones, blacksmith, telephone number and street address, to a finished business card or letter head. I must master these things, else how can I give an intelligent estimate? And my ability to master these will distinguish me as an estimator and not a mere price-maker.

EVILS AND DANGERS TO AVOID

There are certain evils which creep into estimating that require particular attention.

In making estimates the great evil lies in not analyzing either your customer or his needs, in simply taking what he hands you figuring so much for this and so much for that, forgetting to talk to him, to offer him suggestions as to stock, color, arrangement and other items that tend to lead him away from the all engrossing idea of price, and to supplant the idea with one of service, quality and adaptability.

I have had a customer come in, ask for a quotation and leave the job without getting one; but I have thought it strange, and after analyzing the situation I discovered that instead of being a whim on his part, it was just as I have said—I have led him away from the price.

Now comes the fellow who will not give me time to estimate, says: "Just give me an off-hand price. Do no bother to figure it up—have no time to wait." He gets me to guess at it off-hand, brings in the job next day with about twice as much copy as I figured on, and then refuses to pay a cent more than the "original guess."

THE FOLLY OF GUESSING

Some printers have done good work in practically eliminating this class of customer by refusing to settle on any other basis than the full compensation for every chargeable minute shown on the records. Objections of this character are frequently referred to the estimator to explain the difference between the actual cost and the original estimate, and it is under such circumstances as these that a quick, ready response will accomplish much in convincing the customer that I know what I am talking about. Any hesitation or petty excuse indicates that perhaps the customer may have grounds for his objection, and it weakens my cause.

However, the best way to eliminate my trouble with this class of customer is to refuse absolutely to give an off-hand "guess." Make him produce the entire copy with complete specifications or refuse to give him a definite price.

Not alone in giving estimates but in making them, do evils beset my path. Our estimate blank has a space for every separate item that may enter into the work and at the same time I must remember that it is simply a case of eternal vigilance.

In making estimates the greatest evil of all is fear. I know the cost of stock, composition, presswork, bindery and the total, but I am afraid to put on the proper selling price. Fear neutralizes all the good that my labors accomplish, it paralyzes my good judgment. I fear my customers, I fear my fellow printer, I am afraid he will put a lower price on a certain job than I. However, I have determined to disregard the competitor when I am making an estimate, forget him and attend to my own business. I must convince my customer that I know what I am talking about.

THE FACTORY OF EFFICIENCY

Now, let me digress a little from the subject of estimating. How much do I know about the business? I do not mean how much do I know about composition, lock-up, presswork, etc.; I mean how much do I know about the efficiency of our plant. That is a vital part of my estimate. What does it avail, if after all my labor I can correctly estimate the composition on a certain form as ten hours, when our compositor takes twelve hours, but charges ten to the job in question and two hours for distribution, for instance. I do not say that this is a common occurrence, but it is done in some plants.

On the other hand I might estimate ten hours and it would take twelve of hard work; this also has occurred in estimating on jobs.

But, let me ask: Is our composing-room 50 per cent. efficient, or 75 per cent. Is our press-room 75 per cent. or 90 per cent., is our bindery 75 per cent. efficient or 80 per cent., is our entire plant 75 per cent. efficient or 90 per cent. What do I mean by that? Just this: At the end of the month we know the total hours of each department chargeable and non-chargeable, we divide our department cost by the chargeable hour in that department and find the hour cost.

Let me go a little further: suppose the total hours in each department is 1,000 hours. In the composing-room we find 667 hours chargeable, 333 non-chargeable. If we charge or sell 667 hours out of every 1,000, that means 67 per cent.

In the press-room we may find 900 chargeable or 90 per cent. In the bindery 700 chargeable or 70 per cent., which means composing-room has 67 per cent., added together, totals the sum of 227 per cent., this divided by the three departments makes the plant 75 per cent. efficient.

These figures may not be a criterion by which to judge our own plant. The point is, let us analyze the conditions of our shop and let this plan help us better them. If we will adopt it, it will increase our profits. How? By making the employees work harder? It may do that, but it does not necessarily follow that they have to.

The percentages just mentioned should be given to the heads of the several departments to be shown to the men of their departments, they should also be tabulated so that the men could see the increase or decrease every month. We know it is human nature to strive for something better; at least it should be, especially under the proper incentive. Our men naturally are anxious to make a good showing, and will be more particular as to putting the time properly so that all chargeable time will be put in its proper place.

Let me illustrate this in a small way: Here is a job for $3.00; profit, 60 cents. Through the carelessness or indifference of a compositor, 15 minutes of the time taken on this job is marked non-chargeable instead of chargeable, that means 15 minutes paid by the firm instead of the customer. Fifteen minutes is more than 30 cents or, in other words, more than one-half of the profit. You see what this plan will do. It will increase the chargeable hours by getting accurate time without increased effort and it will increase the profit and benefit both employer and employee.

MAKING ESTIMATING MORE PROFITABLE

But you say what has this all got to do with estimating, Where is the connection? I may be a perfect estimator, I do not believe I am, but suppose I am. I say a certain job will take ten hours to set up, ten hours to make ready, ten hours running time and so on. But will our force take eight or twelve hours for the operation. Therefore we should endeavor to ascertain how efficient our plant is and solve some of the problems now confronting us. When I know definitely how efficient our plant is and base my estimate on these conditions it will make estimating considerably safer and more profitable.

In conclusion will say that there must be absolute harmony, complete understanding and co-operation between the shop management and the estimator.

Type Book for Printers

EVERY job printer should have a specimen type book. This should show all his stock faces in their various sizes. The book can be of a size to go into a No. 7 envelope.

A book of this sort, if intelligently planned, will be saved by nearly all who receive it, and will be used by them when ordering work. It will assure the printer many a job that might otherwise go elsewhere.

The book can show stock ornaments, tail-pieces, fancy initials, and borders. It can very wisely include proof-reader's marks, number of words to square inch, or to a single column (13 ems) inch.

The book in itself should be an attractive, yet simple, example of the printer's ability to do good work, and should have a cover of fairly stout stock.

One firm of printers in Toronto prepared a booklet of this nature, and it made an exceedingly welcome form of calling card, and sent many a job to this firm that would have gone in the ordinary course of events to better-known printers. Customers being able to select their type-faces, with the help of this book, gave its publishers their work on a known result basis, not on a price basis.

Can You Write a Good News Story?

Have You a Man on Your Staff Who Writes a Good News Story?

PRINTER AND PUBLISHER wishes to encourage good reporters by *publishing* their good stories.

Accordingly, PRINTER AND PUBLISHER invites reporters to send in examples of their best work appearing in their own newspapers during the past thirty days.

The shorter the story the better, so long as it fairly reveals the writer's mind, style and ability to handle his subject incisively. Preferably not more than 500 words.

PRINTER AND PUBLISHER appeals for specimens of their work, in particular to younger men—those in whom the fires of ambition burn hot, and who have their faces set towards worlds and heights as yet unattained.

Canada surely has writers the equal of those in Great Britain and the United States. To discover and reveal this is PRINTER AND PUBLISHER'S purpose.

Send in your story, clipped from the newspaper in which it appeared, marking on the back your own name and address, and the name and date of the newspaper.

The stories deemed of special merit will be reprinted in PRINTER AND PUBLISHER, with proper acknowledgments.

Address:

PRINTER AND PUBLISHER

143 University Ave. - - Toronto

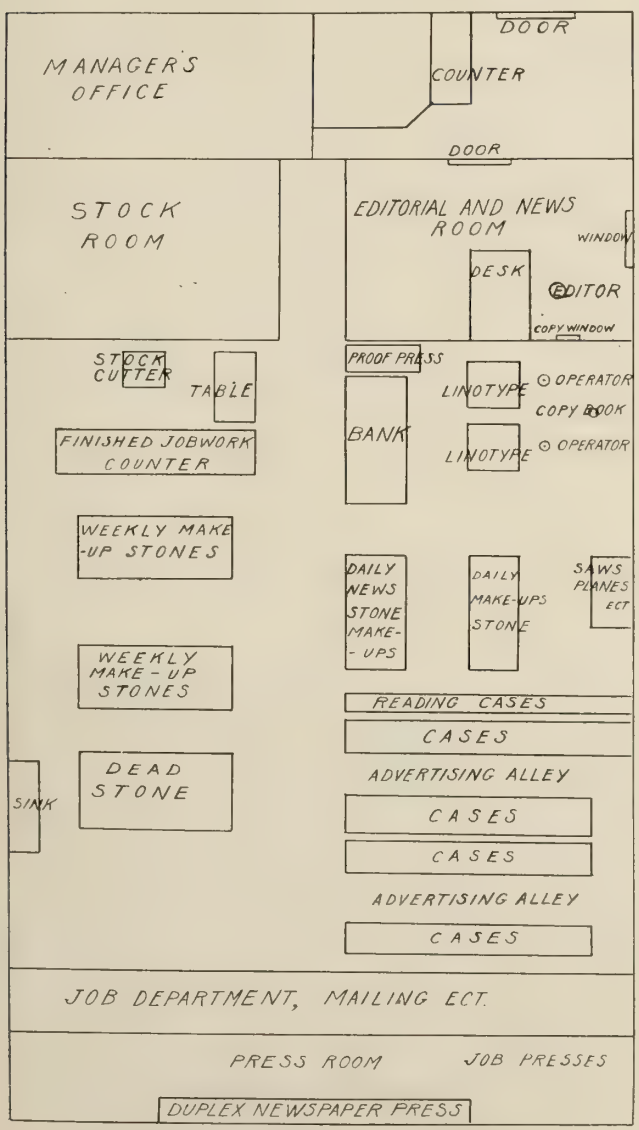
The Evening Post, Lindsay

DURING the year 1915 the *Post* (Daily and Weekly) added another linotype to the equipment of the composing room. This was the second linotype (both being No. 5's) installed in the plant within a year, the previous one going in in July, 1914. Four months later its eight-page Duplex Web newspaper press, fed from a roll of paper, took the place of the former sheet-fed Hoe newspaper press and hand-fed folder. Both linotypes replaced Monolines which, in turn, not many years ago replaced Rogers' Typographs, the *Post* having been printed from machine slugs for nearly twenty years.

The linotypes are located as near as possible to the editorial room. The editor's desk is close to the wall, and machine No. 1 is close to the other side of the same wall so that the editor shoves copy through the copy window without moving from his seat, while the machine hand takes it up in turn without moving from his seat and puts it on the copy hook midway between the linotypes where both operators may reach it without getting up.

The bank is immediately behind the machines with the lower shelf fitted for the raw metal ready for the pot, and the top of the table fitted to receive the gallops of slugs.

The proof press is at the end of the bank close to the editor's room. The make-up, or his helper pulls all dupes. The make-up stones are in good strong daylight within half a dozen steps of the bank and the heading cases.



Mechanical Dept., The *Post*, Lindsay, Ont.



Special page which appeared in the Edmonton *Bulletin*, probably the first of its kind to appear in this country. Space was sold out in half a day. Copy was prepared in advance by the business manager, Mr. M. J. Hutchinson, and "turn downs" were rare.

Saws, planer, etc., are put right close to the stones. The advertising alley is immediately on the other side of the heading cases, and less than ten feet walk from the make-up stones. The arrangement works out admirably, giving plenty of room for each department, and yet putting the whole in such space and relation to one another that every employe is saved much time and energy in performing his duties.

The newspaper press is at the other end of the building in charge of the job department press room. The forms are carried to the press from the news make-up stones on a specially constructed truck so there is no danger of pieing a form in transit.

The building was put up especially by the publishers for the publishing business with particular regard to light and arrangement. For a town of the size of Lindsay (Pop., 7,672) the *Post* would seems to have an unexcelled newspaper equipment and job work department.

The War and Printing Paper

Montreal Star

READERS of the *Star* may have noticed lately a change in the color of the paper used. This is one of the minor effects of the war, which will be felt by newspaper publishers the world over. The natural color of newsprint—the wood-pulp paper used in newspaper construction—is an indefinite cream shade. To get the pure white color, dyes are used, generally a compound of blue and red. These dyes are made only in Germany, whence the supply is now completely cut off thanks to the activity of Sir John Jellicoe. Some substitutes have been offered at prices two hundred times the normal charge, but those have proved of no value. The "yellow" tinge in all newspapers will become inevitable until the war is over, unless chemists outside of Germany discover commercial methods of producing the essential dyes.

Publishers Oppose Freight Increase on Newsprint

THE complaint of the Canadian Press Association *et al* against the proposed increase in the rates on newsprint from mills in Eastern Ontario to various districts east of Port Arthur was heard by the Dominion Railway Commission, Sir Henry Drayton, the chairman, presiding.

This complaint was filed in opposition to an application made by the railways to raise the general freight rates east of Port Arthur. The Canadian Press Association finds that a general increase in freight rates would raise the prices of paper about 15 cents per ton, and takes objection on the grounds that in this time of stress anything which would tend to raise the cost of production of newspapers now will make their load more laborious than ever.

The case of the Canadian Press Association was presented by J. E. Atkinson, of the Toronto *Star;* J. F. MacKay, of the Toronto *Globe;* P. D. Ross, of the *Journal,* Ottawa; Geo. Scroggie, of the *Mail and Empire,* Toronto, and W. E. Smallfield, of the Renfrew *Mercury.*

All of these gentlemen spoke, stating that there was no justification for raising the rates.

Mr. Ross addressing the board, pointed out that the receipts from the circulation of an average newspaper about paid the bill for paper. He said that the papers in Ottawa were more fortunate than in other places, as they could buy their paper at home—from Booth or Eddy. The other costs of producing a newspaper was covered from the advertising sources.

Mr. Smallfield mentioned that the rural newspapers were not affected to the same extent as the city papers, as their consumption was not as great.

FOR THE APPLICATION

Representing the Grand Trunk, A. C. Chisholm argued that it was not a question of tonnage, but the increased cost of operation of the railroads.

However, it was shown that since the last freight rates were struck in 1909 the Grand Trunk had increased their wages bill by $2,000,000.

Quoting figures, Mr. Atkinson maintained that in consideration of the increased expenditure and the increased revenue of railways, the proposed rates were not warranted.

The Grand Trunk counsel drew attention to the fact that when the case came up before, newspapers in general did not object to the rates.

Mr. Atkinson rebutted this argument by stating that invariably newspapers were prone to wield the cudgel in the defence of the public interest more than to protect themselves.

Judgment was reserved.

Special Issues

TO PRINTER AND PUBLISHER have come several special annual review numbers of newspapers and trade newspapers. Notable among these are: *The Iron Age,* New York; This is a mammoth issue—it went the limit the law, as represented by the U.S. Postal Department, allowed; that is it reached the limit of weight allowed by the regulations.

This issue contained 562 pages, counting the cover, and the postage requirement was 28 cents per copy. This issue is said by the publishers to be the largest ever published by a trade journal publisher. Over 1,300 advertisers had space in this issue. Great praise is merited by both the editorial and advertising departments. Each department has scored a notable triumph.

The Evening Post, New York: This issue contained seven sections—100 pages in all. This annual "Financial and Real Estate Review," is always looked forward to by the financial fraternity because of its breadth of view, and for the authoritative character of its contents.

By no means the least interesting of the many features of this Review number are the advertisements, among which are many of Canadian banks and financial houses.

The sections devoted to the automobile industry and to real estate are likewise important and interesting.

On its typographical side the New York *Evening Post* is always a model newspaper.

The Financial Post, Toronto: The Annual Review number of this important newspaper is greatly valued by the investing classes and financial men generally. Prepared with great care, and comprehensive in its character, the issue is a very excellent summary of Canada's financial history for the preceding twelve-month.

The *Globe,* Toronto: The annual Review Number of this daily newspaper was, as usual, a highly interesting issue. The *Globe* goes to much trouble and expense to produce a review at once interesting and dependable, having contributed articles from men of distinction in Europe and America.

Conceded to have a superior financial page, it is incumbent on the *Globe* to have its annual financial review worthy of its reputation.

Canadian Machinery, Toronto, Annual Review and Directory Number: This issue is a record one, consisting of 336 pages, including cover.

It is noteworthy, not only for its magnitude, but also for the fact that the zenith point has been reached in a "black" year—a year of war. While it is true that the steel and iron trades have been flourishing as a consequence of munitions orders, yet it is also true that many lines of industry have been adversely affected.

This issue will be remarkable in years to come for the number of advertisements in which the "Shell" note is struck. At the same time, the number of advertisements of less topical character is very large, indicating that "business as usual," is the history of many firms. As a "Directory" of firms serving Canada in the machinery and allied worlds, this annual number seems well-nigh complete. That the issue will be preserved, and so give a long service, scarcely requires to be said.

This edition of a trade or technical newspaper is the largest yet issued by its publishers, the MacLean Publishing Company.

The Fourth Estate's Annual Review

THE *Fourth Estate* issue of Jan. 15th was the 22nd Annual Review of this excellent newspaper. In addition to numerous "reviews" proper, this issue is a virtual index to every issue of 1915, containing the date each item was published, and the page in which it was printed.

The comprehensive and helpful manner in which this Review number is prepared is indicated by a glance at some of its contents:

Review of the Year in the Newspaper Field.
Publishers and Labor.
The Post Office's Operations.
Changes in the Law of Libel.
Decisions by the Courts.
The Newspaper Associations.
Changes of Ownership.
New Homes for Newspapers.
Newspapers That Discontinued, etc., etc.

The labor involved in the production of such an issue is very great, but the gain to readers is commensurate. PRINTER AND PUBLISHER felicitates *The Fourth Estate* on its enterprise and accomplishment.

Fight over Montreal Papers

AN ATTEMPT will be made at the next session of the Quebec Legislature to modify the will of the late Hon. T. Berthiaume, proprietor of *La Presse*, the foremost French-Canadian daily of Montreal. A private bill will be presented asking that two of the fiduciaries named in the will be removed and their places taken by two members of the Berthiaume family. The facts, so far as known, are these:

On December 24, 1914, the late proprietor of *La Presse*, named as members of the administrative council of that paper, two of his legal counsel, J. R. Mainville, his notary for many years, and Zenon Fontaine, his attorney. They entered upon their functions immediately. Two days later, by a judiciary act of donation, he named Messrs. Mainville and Fontaine, together with his eldest son, Arthur Berthiaume, as his fiduciaries, giving them full power to act as such in the direction of *La Presse* and at the same time transferring to them 7,400 shares of the capital stock of the paper. On January 2, 1915, Mr. Berthiaume died suddenly. The distribution of his effects had been accepted by his family since December 26, preceding, and from date Messrs. Mainville, Fontaine and Arthur Berthiaume have administered the affairs of *La Presse*.

Now, more than a year since these events took place, a notification has appeared to the effect that a private bill will be presented to the Legislature, asking, on behalf of Arthur Berthiaume and his three sisters, that two other children of the late Mr. Berthiaume be substituted for Mr. Mainville and Mr. Fontaine. It is said that the latter are determined to fight the case to the bitter end.

Fewer Papers in 1915

IN THE vital statistics of 1915 regarding the newspaper publishing business, gathered by the American Newspaper Annual and Directory, there is noted a small decrease in the number of papers in the United States and Canada, chiefly among the country weeklies.

This decrease is something that has been looked for for some time, as the practice of consolidating two or more struggling weeklies into one strong one has become more and more general. Greatly improved transportation and postal facilities, which have allowed the daily paper to enter many country districts and occupy territory where formerly the weekly had a monopoly, also did their part to contribute to the decrease of the number of weeklies.

Numerous local papers having weekly editions found the conditions were such that the weekly "cost more than it came to," and dropped them.



Where the Daysland *Press*, Daysland, Alta., is produced. Daysland is a prairie village, whose population at the last census was 500.

Business conditions in the early part of the year doubtless prevented the starting of many weeklies, which in normal times would have gained a footing.



Home of The *Herald*, Lethbridge, Alta.

Newspapers in Great Britain

THE Manchester *Courier*, established in 1825, one of the oldest Conservative daily newspapers in the provinces, has fallen a victim to the war and announces its approaching suspension, "owing to the rapid rise in the price of paper."

The Manchester *Courier* was purchased by Lord Northcliffe in 1904, but it was found impossible to rejuvenate the veteran journal, Northcliffe's name recently disappearing from the front of the dying enterprise.

Walter Runciman, president of the Board of Trade, met the leading British newspaper owners for a conference regarding proposals to reduce importations of paper and wood pulp forty per cent., and thus liberate a considerable number of ships for other trade.

Such a step will necessitate an agreement for a corresponding reduction in the size of newspapers. It is said that most of the newspaper owners will welcome enforced economy in the use of paper, although several proposals to this effect made recently by individual owners have failed.

Magazine Suspends Publication

THE American edition of the *Strand* Magazine has been forced to suspend publication, for the period of the war at least, in consequence of the British embargo on the shipment of metals from the United Kingdom.

The plates of the English edition were shipped to America for the American edition. To re-set the magazine in the United States would be unprofitable. So there was no choice but extinction.

The proprietors are George Newnes, Limited, London.

Export of Cotton and Wool Rags Forbidden

An Order-in-Council, dated 25th January, forbids the exportation, among other things, of rags of cotton and rags of cotton and wool mixed, except to the United Kingdom, British possessions and Protectorates.

THE EDITORS' VIEWPOINT

Fourth Annual Building and Equipment Number

THIS issue of PRINTER AND PUBLISHER follows the lead of former February issues in that its principal contents are devoted to a review of what has been done in Canada during the preceding twelve-month in the direction of the erection of new buildings, for printing and publishing purposes, and of additions to plant or equipment.

Easily the most notable event was the occupation of its magnificent new home of the Methodist Book Room, an account of which appears elsewhere in this issue of PRINTER AND PUBLISHER. Another notable development was the occupation of new quarters of the London *Advertiser* job printing department—really a new organization. The plant of this company is declared to be most complete and altogether admirable. PRINTER AND PUBLISHER is able in this issue to give an account of the new building and equipment.

These two instances are perhaps the outstanding ones of the year. As will be seen from the record presented, other printing and publishing firms have been spending money and in other ways maintaining their efficiency.

The probability is that this new year of 1916 will see a releasing of pent-up desires and held-back purposes to instal new equipments and build new or improve old buildings—this because necessity will compel. All the forces at work are tending to make printers and publishers more attentive to the consideration of economy and efficiency—and this means the installation of machines and other equipment calculated to save time and reduce wage bills. Also there is growing a proper pride among printers and publishers to have their plants and offices worthy of the business both are engaged in—the business of enlightenment and progress.

PRINTER AND PUBLISHER adds this thought: the stimulus to build finer plants and to equip new and old plants to make them 100 per cent. efficient must be given by those who have equipments to sell. On the seller a heavy burden always lies. He must deliberately set himself to overcome the inertia of those who are consumers of his wares; or their resistance to his overtures due to skepticism, ignorance or content.

Publishers' and Editors' Responsibility

CANADA may find herself after the war like a youth suddenly come into the possession of a large and unexpected fortune—unused to the condition and unprepared to carry the new burden sanely and creditably.

Canada is the Canadian people—the people of the several provinces; the people of the many counties; the people of the cities and towns. As the parts are, the whole will be. Therefore, it is pre-eminently necessary that the Canadian people in their divisions or groupings shall be saved to the fullest possible extent from the follies of affluence and the sins of self-seeking.

In each community centre in Canada is a newspaper—perhaps several newspapers, and the newspaper, by common consent, is the leader and shaper of public opinion. It is the medium of authority and instruction. Thus it becomes clear that on local newspapers—those published in our big cities and possessing extensive circulations, and also those published in towns and villages with circulations of from 1,000 to 2,000—the obligation rests heavily and inescapably of moulding public opinion, of developing a national spirit, and of bending the will of the people to great and serious tasks. Only when publishers and editors perceive their power and duty are they likely to assume resolutely and intelligently the tasks which the times and chance have brought to them.

The problems given Canada to solve are multitudinous and gigantic, and fortunately they are not always party issues. For example, there are the problems of:

The settlement of the land.

European immigration.

The care and employment of our returned soldiers.

The solution of the question of unemployment.

The liquidation of our war and other national debts.

Fair wages.

Relations between labor and capital.

The stimulation of manufacture.

The development and conservation of national resources.

Vocational and technical education.

Cheaper transportation to and from the seaboard and internally.

Private, civic and national thrift.

Bringing supply and demand in all commodities, especially those affecting foodstuffs, in relation to the family, closer together, with a view to the elimination of waste in time, labor and money, and of unnecessary profits.

The development of foreign trade.

The development of inter-Empire trade.

The control and prevention of crime.

The liquor traffic.

The efficient control of trusts in industry and finance.

Municipal development, including town planning, tariffs and taxes.

This is but a partial list of the great problems set for immediate or ultimate solution. Surely the list is formidable enough, and significant. Its mere presentation should emphasize to publishers and editors how vast and important is the burden of obligation resting upon them as directors of public thought and action, as spokesmen for the people, and as bishops of their flocks.

With problems of the magnitude and urgency of those set forth above, that publisher or editor who devotes his space to trivial and sectional affairs to the neglect of these larger things is false to his opportunities and obligations, and makes his newspaper little more than a toy engine.

In a democracy like ours, the will of the people governs, but there are not many of us ready to say that the voice of the people is always the voice of God. The public must be enlightened—by editors; their consciences must be

aroused and instructed—by editors; their wills must be hardened to do the right—by editors; the sense of nationality must be developed—by editors; ideals and strivings in their direction must be defined and encouraged—by editors. Editors must do this work because they, better than others and more than others, can do it. Indeed, if they do it not, this great and paramount work of nation-building is likely to go undirected, and so become forceless.

$15 or $100 a Week

THE chief business of most of us is inducing others to see eye to eye with us. This is the great work of the preacher, the editor, the teacher, the advertiser, the salesman. It does not matter much what our special work or vocation may be: we will find, on an examination of it, that it consists in overcoming the will of others, by imposing on them dominantly our wills.

Where the resistance is greatest, there the quality of the attacking will must of necessity be great. Money rewards are usually commensurate with the quality and amount of will-power required to overcome opposed wills. The man earning $15, it will be found as a general thing, is not meeting with a great resistance on the part of others in his relations to them. The man earning $30 a week is receiving this larger sum, as a general thing, because he is performing a work in the doing of which more resistance has to be overcome. The man earning $100 a week has a still harder task—a task of overcoming inertia in others, which may be called passive or negative resistance; or actual positive, directed resistance of a mental sort.

Printers and publishers need to perceive these truths, and when they consent to them, they will the better perceive the true nature of their work and obligations. They will see, for one thing, that if the quality and amount of the resistance encountered by their salesmen are greater than the force which their salesmen can oppose, it is not much use sending out these salesmen to get the order; or to put it in more common language, there is no use in sending a boy to do a man's work.

Also, if a printer or publisher finds himself earning $25 a week for himself instead of $50 or $100, he will usually find that he is not opposing to the resistance encountered by him in the development of his business a greater force.

Strength to overcome can and should and must be developed. Salesmanship is an art or science that can be learned or acquired, but it requires deliberate and faithful study.

PRINTER AND PUBLISHER commends these reflections to all those in deadly earnest in their efforts to achieve success; and suggests to them that often the explanation of failure is to be found in their own wills and minds.

Keep Your Plant Efficient

"I MAKE it a point to keep my equipment—stock of type, presses and other things—equal to what it was last year—this at least; and I try to do a little more"—so said a prosperous printer. He went on to say—"I have just added $265 worth of type, including a cabinet. I try to make good each year the annual depreciation. It would break my heart, if not my bank account, if I had to put in $1,000 worth of type at one lick."

Perhaps there are many printers who look after their business in the same prudent way; yet one is inclined to think that there are very many more who let their equipment deteriorate year after year, until necessity in the end forces them to scrap almost everything, and make heavy purchases which may put them heavily into debt.

Quite apart from the mathematics of the case there is a psychological side to it: no man who lets things go from bad to worse unchecked, or unrestored, year after year, is an efficient man. His character is diseased; his mentality is affected. And all this retrogression in character and mind subtracts greatly from both the quality and the amount of his work.

Just as our bodies must have their daily wasting restored by the intaking of daily food, so should a printer's equipment have its annual depreciation or deterioration restored annually.

A Friendly Word To Advertisers

A WESTERN weekly newspaper writes PRINTER AND PUBLISHER as follows: "During the past year we have carried out the almost universal plan of 'maintenance only,' and have not added any new plant or material. In 1912 and the early part of 1913, we completed our plant and have now as well-equipped an outfit as there is in this part of the West, and one which is equal to almost any class of work which might be called for. The last unit was a large power cutter, which has proven a boon to the office. This is operated by a separate motor. We now lack only one machine, and that is a saw-trimmer, for at the present time all cutting of slugs must be done on the ordinary small lead and slug cutter. We feel that we have a very compact, well-arranged workroom."

The point in reproducing this extract from correspondence received is to show the spirit possessing this publisher and many another, namely, a spirit to have a perfect plant, and an intention to make it so.

What constitutes perfection is largely a matter of opinion. The sellers of one class or make of equipment have one idea; the sellers of another class or make hold another idea. The *buyer* is open to be shown; to use his own expression, he is from Missouri.

The conclusion is that the work of educating buyers is that of the *sellers* of equipment, and PRINTER AND PUBLISHER avers that the best vehicle for the conveyance of information and education is its advertising section. If the editorial pages of PRINTER AND PUBLISHER are read eagerly and appreciatively, then the advertisements, if prepared with equal earnestness and in the same vein, and in the belief that printers and publishers *do want to know*, will be read with equal interest and profit.

PRINTER AND PUBLISHER pleads for all publishers when it urges advertisers to take seriously the matter of their advertising, and to prepare advertisements which will impart knowledge, cause appreciation, stimulate desire, and lead to decision and action. It is wholly unfair to the publishers of a daily or weekly or class newspaper to insert in it carelessly-prepared advertisements, extremely scanty in selling material, without urgency, without conviction; and then to hold the publisher and his paper responsible for the failure to obtain satisfactory results.

Next year you will have to meet the prices you quote this year. Be sure your figures are based upon known costs.

Profits are reaped only after you have paid yourself the same salary you would receive from somebody else, taken care of your pay roll, operating expense, and overhead expenses, set aside a replacement fund and realized a fair interest upon your investment.

City Improvement League

BY VIRTUE of the powers conferred on him at the conference of the Civic Improvement League held in Ottawa on the 20th inst., Sir John Willison, chairman of the Dominion Council, has struck the following representative Executive Committee of eighteen members to consider and deal with the resolutions and proceed with the drafting of the constitution:—

PROVINCIAL REPRESENTATIVES

Ontario: G. Frank Beer, Toronto. Quebec: The Hon. J. J. Guerin, president Montreal Civic Improvement League. Manitoba: W. Sanford Evans, Saskatchewan; Professor Oliver, Alberta: Commissioner Garden, chairman Alberta Town Planning Association. British Columbia: G. R. G. Conway, M. Inst., C.E. New Brunswick: W. F. Burditt, chairman St. John Town Planning Commission, Nova Scotia: R. M. Hattie, chairman Halifax Civic Improvement League, Prince Edward Island: The Hon. J. A. Mathieson, Premier.

NATIONAL REPRESENTATIVES

Dr. J. W. Robertson, C.M.G., James White, Deputy Head, and Thomas Adams, Town Planning Adviser of the Commission of Conservation; Dr. P. H. Bryce, Hon. Pres. of Canadian Public Health Association; J. S. Watters, President of Dominion Trades and Labor Congress; W. D. Lighthall, K.C., Secretary of the Union of Canadian Municipalities; and a representative to be nominated by the National Council of Women.

A.B.C. Gets More Canadian Members

NEW Canadian members continue to be received by the Audit Bureau of Circulation. Among the recent additions to the list of publisher members is the Brantford *Expositor*, St. Thomas *Times*, Lethbridge *Herald*, and the Victoria *Times*. The Desbarats Adv. Agency, Ltd., Montreal, is also a new accession among advertising agents.

The year 1915 closed for the Audit Bureau with over 1,000 members. The year was one of growth and continued success. The extent to which the demand for audited circulation information spread during 1915 was very marked.

All classes of advertisers, even those which specialize, appear to be taking up the demand for proven facts regarding circulations. Advertisers who confine themselves to class papers are as much interested in the subject apparently, as are general advertisers. The proven circulation movement seems to have arrived and to show every evidence of staying.

Winnipeg Newspaper Change

CHARLES F. ROLAND, Winnipeg's Publicity Commissioner, has resigned his $6,000 position, having purchased a controlling interest in the Winnipeg *Telegram*. Mr. Roland went to Winnipeg eight years ago from St. Catharines, Ont.

Capturing Germany's Trade

THE British Industries Fair will be held in London, at the Victoria and Albert Museum, beginning Feb. 21 and continuing for twelve days. This Fair is a phase of the campaign being conducted throughout the British Empire to capture the trade formerly held by Germany and Austria.

The trades exhibiting will be those relating to the manufacture of toys, glassware, fancy goods, earthenware and china, printing and stationery.

T. C. Allen Co., Halifax

FROM T. C. Allen & Co., publishers, printers and bookbinders, Halifax, has been received the following statement of their equipment. The communication has added interest because of its comments:

Our printing plant consists of pony Whitlock, large Whitlock, and large Miehle press, three job presses, one Waite die stamping machine, monotype, copper plate press, and one of the largest assortments of type in Halifax.

Our bindery consists of ruling machine, and everything fully equipped.

Our retail stationery, printing and bindery business is all under the one roof. Each department works in with the other; therefore, we are enabled to buy paper in mill runs.

We now make up our own letter and note pads, reporters' note books, and various lines of blank books that we formerly bought. If we had double the space here, we could turn out probably double the work, as we find of late years the people in Halifax would prefer dealing with their city printer and binder, instead of sending outside of the city.

Agency Notes

McConnell & Fergusson, advertising agents, London, with offices in Toronto and Winnipeg, have published more than one striking advertisement in metropolitan newspapers advertising their service.

The J. Walter Thompson Co., Toronto, had an interesting advertisement in several daily newspapers early in January, listing the 1915 additions to their clientele.

The advertising of the Citizens' Committee of One Hundred, advertising total prohibition in Ontario, and which appeared in big spaces in many Ontario dailies and weeklies and class publications, was developed to a very large extent by the Toronto office of the McConnell & Fergusson advertising agency. The counter-advertising put out by the liquor interests was placed by A. McKim, Ltd.

The Canadian account of the Goodyear Tire and Rubber Co. has been placed with the Baker Advertising Agency, Toronto.

Finds Valuable Suggestions

Oshawa, Jan. 17, 1916.

We have read contents of the January PRINTER AND PUBLISHER from cover to cover, and find same to be full of valuable suggestions to Canadian printers. We think it is one of the best issues along these lines that we have ever read.

The Reformer Printing and Pub. Co., Ltd.,
Chas. M. Mundy, Business Manager.

NEWS ITEMS—MAINLY PERSONAL

GENERAL

F. Page Wilson, the former editor of Toronto trade publications, who has been missing for five months, has been heard from.

E. W. Grange and P. E. Bilkey have been made honorary lieutenants whilst serving as press representatives to superintend in Canada cable matter for the troops at the front.

Walter Harrison, a Winnipeg newspaper man, has become news editor of the Minneapolis *Tribune*, succeeding the veteran A. Brokow, retired.

In the list of prominent Canadians honored with knighthood on New Year's Day appears the name of the Hon. W. T. White, Minister of Finance in the Dominion Government. Sir Thomas White's friends are recalling that he got his start as a reporter on the Toronto *Telegram*, not so very many years ago. He did the City Hall for that paper, which may account for his subsequent entrance into politics.

BRITISH COLUMBIA

Vancouver newspaper men held their annual smoker last month.

David Duguid, of the composing staff of the Vancouver *World*, has enlisted.

A. L. Callopy, of the Callopy Advertising Agency, was elected president of the Vancouver American Club.

Members of the Vancouver Press Club informally entertained Captain E. Ashmead-Bartlett, war correspondent.

F. H. Flint has resigned as advertising manager of the Nelson *Daily News* to go to Saskatoon *Phoenix*, and H. C. Grizzelle of the *Daily News* staff has been promoted to advertising manager.

For the second time within a week fire wiped out part of the business section of the city of Prince George. Among premises consumed or damaged was the *Herald* printing office, which suffered heavy loss.

J. P. McConnell, formerly editor of The *Sun* and The *Saturday Sunset*, Vancouver, put forth the first number of *J. P.'s Weekly*" on January 1st. Associated with him on the business side is W. H. Carswell, well known in newspaper advertising circles. The new weekly will be independent in politics and will be conducted along much the same lines as was The *Saturday Sunset* in its earlier days.

H. H. Stevens, M.P., editor of the *Western Call*, which has passed to the ownership of John P. McConnell, was served with a writ by solicitors on behalf of F. C. Wade, K.C., in which damages are asked for alleged libellous articles appearing in the *Western Call* on Dec. 17. An injunction was also asked to restrain Mr. Stevens from publishing further alleged libellous matter of the same nature.

Ned Sheppard, editor and manager of the Vancouver Weekly *Sun*, has taken out a commission in a Vancouver regiment and will go overseas for active service. Mr. Sheppard was formerly a member of the Toronto *Star* editorial staff. He is a son of E. E. Sheppard, one-time owner of the *Saturday Night*, but now in California. Lieut. Sheppard left Toronto for New York, where he was on the editorial staff of the New York *Sun*, and about three years ago he went to Vancouver to join the Daily *Sun*. Later he took over the editorship of the *Weekly*.

ALBERTA

Pte. C. B. Manning, formerly of the Edmonton *Journal* staff, has been killed in action.

Pte. Chas. B. Manning, 31st Battalion, formerly of the staff of the Edmonton *Journal*, has been killed in action.

Harold Malloch Luxton, of Banff, Alta., reported killed in action, was the youngest son of the late W. F. Luxton, former editor of the *Manitoba Free Press*.

The Hanna *Herald*, Hanna, has established an art department in connection with its Publishing and Job Printing business, and in this connection has engaged one of the best known advertising designers in the East.

Milton Thomas, of the circulation department of the Calgary *News-Telegram*, has signed for active service. Thomas' younger brother, William, who has been employed as a clerk in the office of the *Albertan*, also took the oath. Jack Healey, linotype operator, and an ex-member of The Calgary *News-Telegram* staff, has donned the khaki.

After having just recovered from an attack of the grippe, E. W. Harris, editor of the Coronation *Review*, walked out of his boarding house and later was found dead on the prairie. It is feared that when he left the house, that he strayed out into the open country and lost his life by exposure. He formerly lived in Vancouver and went to Coronation in the spring of 1913.

Two more members of the Calgary *Morning Albertan* staff have joined the colors, Ross Mills, who has been connected with the circulation department, and Charles Hayward, who was recently with the reportorial staff. A few weeks ago J. R. Sharpe, another member of the reportorial department, was given a commission with the 137th battalion, and L. S. Walker, formerly foreman of the composing room, is now with the 89th battalion.

In connection with the big United Farmers of Alberta Convention, held in Calgary, Jan. 18-21, the Calgary *Herald* developed a special issue, featuring the Convention and making it the occasion for special advertising. A special extra section was required. This paper is carrying the Herbert Kauffman syndicate page now being so aggressively advertised by its owners. That the Calgary *Herald* is a virile newspaper is abundantly demonstrated by an examination of any issue.

SASKATCHEWAN

A. W. Moote has purchased the Qu'Appelle, Sask., *Progress*.

E. Garrett, editor of the *Signal*, Watrous, Sask., has "floored" his contemporary in that town who has quit business, and now Mr. Garrett has the field to himself.

John Nicholls, a native of Peel County, Ont., is dead, aged 68. He was well known near Fort Qu'Appelle, Sask., where he homesteaded, and also at Grenfell, Sask., where he edited the Grenfell *Sun*.

James E. O'Phelan, who for the past two years has been sporting editor of the Regina *Province*, has become sporting editor of the Saskatoon *Phoenix*. Mr. O'Phelan has had a varied newspaper career. He has worked in Minneapolis and other places.

The business of the Watrous *Post* has been taken over by E. Garrett, publisher of the Watrous *Signal*, and that town will in future have only the one paper. Mr. Juckes, late publisher of the *Post*, announces that he will remove his plant to some other town.

A. J. N. Terrill, the manager and editor of the Medicine Hat *News*, was presented with a sweater coat and broom in preparation for the curling season, by the staff. A fine young turkey was the Xmas gift of the *News* to each of the married members of the establishment, while the single men were remembered by the management with gloves or sweaters.

F. H. Flint, who has just severed his connection with the Nelson (B.C.) *News*, where he was advertising manager, has accepted a similar position with The Saskatoon *Phoenix*. Previous to going to British Columbia, Mr. Flint resided in Winnipeg, where he held positions at different times as advertising manager of the Winnipeg *Free Press* and Winnipeg *Saturday Post*. He has had experience in Eastern Ontario, and went from Winnipeg to Guelph, Ontario, to instal a new system of handling copy, etc., for the Guelph *Mercury*. He next visited Los Angeles, California, to study Pacific Coast advertising. He was a practical printer, working at the trade previous to starting at the advertising end.

The Saskatoon *Phoenix* has been giving its community a bargain offer of a year's subscription for $2.00 instead of the regular $3.00. The Saturday edition can be subscribed to separately for $1.00. Of this Saturday edition the publishers say: "The *Phoenix* Saturday edition is a new departure in the daily newspaper business containing as it does an agricultural section brimful of live news to farmers and stockbreeders. We make a special effort to keep the farmers in touch with the affairs of their several organizations and publish voluminous reports of their district conventions, of stock shows, agricultural short courses, and of matters of special interest to farmers. A new feature shows simple illustrations of devices of use on the farm and how they can be made at home for next to nothing."

MANITOBA

Five hundred carrier boys of the *Manitoba Free Press* were entertained by the management of a Winnipeg theatre, the event being a "movie" drama.

The Winnipeg *Telegram* is offering R. Caton Woodville's picture, "The Taking of the Guns," for 50c, which includes a 2 months' subscription to the *Telegram*.

The Winnipeg *Telegram* circulation for 1915 showed a net daily average of 40,776. It analyzes its statement under the following heads: Paid Home Delivery, City Newsdealers, Paid Home Delivery Suburban; Street and Country Sales, Correspondents and Service Papers, Country Mail, Country Newsdealers, Employees and Service Papers.

The course in agricultural journalism which in former years has been given at the Manitoba agricultural college, will this year be broader than ever before. The new professor of animal husbandry, F. S. Jacobs, who has had a great deal of experience as an agricultural journalist, will take charge of the course, and will seek to make it very practical and helpful to students.

The first number of the *Railway News of Western Canada* has made its appearance This is the first railway publication to be printed in the west, and its introductory editorial points out the need of such a journal in this field. It will issue semi-monthly and will print news of interest to railway men in all departments of all roads in Western Canada. The offices of the new publications are at 804 Sterling Bank Building.

ONTARIO

A Dollar Day Sale was put on in Brantford by the *Courier*.

The St. Thomas *Journal* promoted a Dollar Day in January.

The Bothwell *Times* has added a typograph to its equipment.

Herbert Wagar, of the Oshawa *Reformer* office staff, has enlisted.

The Bowmanville *Statesman* raised its subscription to $1.50 a year, beginning Feb. 1st.

The County of Kent suffers a great loss in the death of Andrew Denholm, of Blenheim.

Ex-Mayor Rice, of Huntsville, editor of the *Forester*, has joined the Muskoka Battalion.

Pte. John Hollins, formerly of the staff of the Galt *Reporter*, has been wounded in action.

Wesley Jenkins of the *Free Press* staff, London, has joined the 135th Middlesex Battalion.

Dollar Day was held in Peterborough on Jan. 25th, being promoted by the *Examiner* of that city.

Alex. McLaren and Charles White, of the Windsor *Record staff*, have enlisted for overseas service.

T. H. Preston, of the Brantford *Expositor*, is back at his desk, after an illness of some weeks due to illness.

Harry G. Link of the London *Free Press* staff, has been appointed Sarnia news representative of that paper.

C. Nixon, formerly special writer on the *Weekly Courier* staff, is representing the Montreal *Standard* in Toronto.

W. H. Keller, of Uxbridge, after an absence of three years, has resumed the Uxbridge Journal as owner and editor.

James Muir, of the Ottawa *Journal*, was again elected alderman for Capital ward, by the largest vote cast for an alderman.

Harold B. Preston of the Brantford *Expositor* reportorial staff, has been attached to the 125th Brant Battalion as lieutenant.

C. R. Lemmon, of Sandwich, a former newspaperman of that town, has died of wound and a gassing received at Festubert.

John Reid, of the composing room staff of the London *Free Press*, was married recently to Miss Cora Chambers of Woodstock.

Percy Blackmore of the circulation department of The Toronto *Globe*, has joined the machine gun section of the 118th Battalion.



JOHN A. HEAD
Business and Advertising Manager, The *Daily Reporter*, Galt, Ont., in succession to Col. Jas. D. Clarke, now O.C. 11th S Waterloo Battalion.

John F. Harvey, assistant mathematical master at the Peterborough Collegiate Institute, has purchased a newspaper in Newmarket.

H. E. Smallpiece, representing many newspapers in Toronto, has celebrated his 68th birthday. He is said to be the oldest surviving ex-employee of the Toronto *Globe*.

Wm. Hungerford, formerly of the Meaford *Mirror* and Meaford *Express*, has taken a position on the editorial staff of the Owen Sound *Sun*.

Lieut. Hugh M. Bell, formerly news editor of the Brantford *Courier*, has been made transport officer of the 114th Haldimand Battalion.

Arthur Lowe, one of the city hall reporters for the Toronto *Telegram*, has enlisted for overseas service with the 124th Battalion.

Lieut. George Shibley, of the 168th (Oxford) Battalion, until a few weeks ago telegraph editor of the London *Free Press*, has enlisted.

Sergt.-Major Wildgoose has received the D.C.M. Before war broke out he was employed by the Wilson Publishing Company of Toronto.

Wm. Panton has for 33 years been editor of the Milton *Champion*, 50 years County Clerk of Halton, and 16 years Clerk of the Division Court.

Ernest Lashbrook, a Mitchell boy, a printer from the offices of the St. Marys *Journal* and *Argus*, has enlisted with the 110th Perth Regiment.

W. R. Davies, of the Thamesville *Herald*, after serving one year on the Thamesville school board, was this year elected chairman of that body.

M. M. Robinson, former sporting editor of the Hamilton *Spectator*, who enlisted with the gun battalion, has been promoted to the rank of captain.

W. H. McFarlane, formerly of the Lanark *Era* staff, but lately employed on the *Mining News*, Sudbury, has gone to Chesley to become foreman of the *Enterprise*.

W. H. Keller, after three years' rest, has bought back the Uxbridge *Journal*, which he had conducted continuously for 25 years, from Thomas Gowans.

Ernest Wright, foreman of the Chesley *Enterprise*, has enlisted with the Band of the 160th (Bruce) Battalion, which is quartered at Walkerton.

Sydney Hood, formerly of the reportorial staff of the Toronto *World*, has joined the MacLean Publishing Co., and will be attached to the editorial staff of the Toronto office.

Charles C. Smith, Port Arthur, joint proprietor of the Port Arthur *Chronicle*, was unanimously nominated Liberal candidate for the federal constituency of Port Arthur and Kenora.

Pte. John H. Bates, who has enlisted with the 161st Battalion, was on the mechanical staff of the Goderich *Signal*. He is the fourth "*Signal* boy" to join the forces.

Capt. D. R. Dobie, editor of the Owen Sound *Advertiser*, has taken charge of a company in the new 147th (Grey) Battalion. His place is being filled by Colin Sabiston.

C. M. Dickenson, formerly editor of the Fort William *Herald*, has returned to that city after spending a few months at Prince Albert, Sask., where he was engaged in newspaper work.

The Port Colborne *Citizen* office and equipment are now installed in new quarters in the Greenwood block. In the new quarters better lighting facilities and increased floor space are provided.

Eight employees of the Chatham *Daily News* have entered active service in the ranks of the overseas forces of Canada and are now at the front or in training with some of the battalions.

Mr. Irvine B. Whale, B.S.A., has resigned his position as agricultural expert for the County of Middlesex, and has gone into magazine work, accepting a position with the *Farmer's Advocate* in London.

The *British Whig, Kingston*, laid emphasis on the fact of its membership in the Audit Bureau of Circulations by devoting a whole page to a special announcement with this as its theme.

Charles Muma, of Drumbo, Oxford County, former proprietor of the Drumbo *Maple Leaf*, died on January 13 at the age of 73. Some years ago he was Conservative candidate for the Dominion House.

The Toronto *World* is organizing a "Sox Day" campaign. Tuesday, Feb. 15, will be "Sox Day." Everyone in Toronto is asked to donate a pair of sox for a soldier at the front.

Central Ward, Ottawa, the business section of the city, re-elected by acclamation, Wm. Findlay, of the Ottawa *Free Press*, and G. C. Pepper, of the linotype department at the Printing Bureau.

Two hundred and fifty Ottawa *Journal* carrier boys and newsboys, including three from Aylmer and several from suburban points, were guests of The *Journal* to witness the official war pictures "Fighting in France."

A. H. Watson, for 23 years editor and proprietor of the Creemore *Star*, has quit the business, having last week disposed of the plant and business to J. S. Carlton, who has been associated with him for some years.

While business in Fort William is somewhat improved, shops are not yet operating full time. However, the outlook is a great deal brighter than at the same time last year, reflecting, of course, the big Western crop business.

Thamesville *Herald* recently raised another $110 in one week for the Belgian Fund. The same paper runs a local Soldiers' Tobacco and Comfort Fund, and has raised over $250 for this since the war started.

Two members of the composing room of the Hamilton *Spectator*, Roy Crocker and Joe Allen, have donned the khaki. Fred Shaw, another employe of the *Spectator*, has left for Kingston to take a course in the artillery.

T. H. Preston, of the Brantford *Expositor*, representative of the city council on the board of governors of the Brantford General Hospital, has notified the council that he will be unable to accept re-appointment to this office.

A writ has been issued against Wm. Maclean, Hugh J. Maclean, Albert E. S. Smythe, and the *World* Newspaper Company of Toronto by Controller Foster, of Toronto, alleging libel and asking for unstated damages.

T. H. Race, formerly editor of the Mitchell *Recorder*, has accepted the position of lecturer and general field secretary for the Free Hospital for Consumptives, which has establishments at Toronto, Muskoka and Gravenhurst.

Galt, since becoming a city, has fallen in line with the city style of the sale of papers. The police are preparing a by-law, regulating newsboys, and which will make it necessary for the boys to be home before 10 o'clock each night.

The St. Catharines *Standard* published in its own columns a detailed circulation statement showing each day's edition for the whole of 1915. All told, 2,130,650 copies were printed. The net paid circulation for the year averaged 6,833 copies.

The Beamsville *Express*, which for the past four and a half years has been controlled by G. E. Hudson, appeared this week under new management, having been taken over by Messrs. Culp and Gibson. Mr. Hudson is leaving Beamsville.

"Bill" Sharman, a former London newspaperman, who enlisted at the commencement of the war in a Highland battalion, is now quartermaster-sergeant of the 1st Battalion, and is at present recovering from a wound received in a recent engagement.

The Beamsville *Express* is now issued under the new management of Messrs. Culp and Gibson, both young men of the town who are experienced printers. They took charge of the *Express* at the opening of the New Year. Geo. E. Hudson was the former publisher.

Thamesville *Herald* made a unique discovery recently, when it learned that one subscriber has saved every copy of the *Herald* since its first issue 30 years ago. The lady said she was saving them so that she could amuse herself reading about old times when she got old.

Herbert Dean Tressider has been engaged by Hunter-Rose Co., Toronto, in connection with their sales and service department. Mr. Tressider is well-known in Toronto, having been associated in prominent capacities with the printing and advertising business for the past twenty years.

Mayor Weir of St. Marys, at the last meeting of the town council, complimented the town papers on their excellent reports of council meetings and municipal affairs generally. He said he had no idea until after being elected to office, that the local papers of St. Marys had so wide a circulation.

Wm. Powell, former publisher of the *East Elgin Reformer, Aylmer*, and who sold out his interest in this paper to W. G. Charlton and Jas. L. Anger, has identified



HUGH S. EAYRS,
Author of "The Last Ally" and other stories and articles, and who is also numbered among the most promising of rising young Canadian writers.

himself with the MacLean Publishing Co., becoming advertising manager of *Printer and Publisher*. He will also devote some time to the editorial work of this paper.

Richard G. Langville, formerly Toronto manager for the Dennis Wire and Iron Works Co., London, and widely known in advertising circles, has joined the MacLean Publishing Co., and will represent the MacLean publications in Ohio and Pennsylvania, with headquarters at Cleveland.

C. V. Coombs, who has been a member of the Toronto *Globe* advertising staff for the past two years, has joined the overseas forces, having been appointed a lieutenant in the 169th Regiment. He is being succeeded by H. C. Lowrey, formerly with the Maclean Publishing Co., on the advertising staff of the *Canadian Grocer* and *Printer and Publisher*.

Earl McDougall of the Alvinston *Free Press*, Thomas Evans and Richard Skuse of Sombra *Outlook*, Fred. Lilywhite of the Brigden *Progress*, Victor Breslau, formerly of the Alvinston *Free Press*, J. F. Perkins of the Petrolia *Topic*, W. Aylesworth of the Watford *Guide-Advocate*, are some of the Lambton County boys who have recently joined the Lambton overseas battalion.

Capt. John A. Cooper, at present with the 114th Overseas Battalion, Haldimand, has been officially gazetted as officer commanding of the 186th Overseas Battalion. Capt. Cooper was the first president of the Canadian Club of Toronto, is a past-president of the Canadian Press Association, and is vice-present and editor of the Canadian *Courier*. He was the first editor of *Printer and Publisher*.

Two Elliotts, both journalists, ran for Mayor in their respective Western Ontario towns in January, W. J. Elliott, editor of the Ingersoll *Chronicle*, being elected, and H. B. Elliott, editor of the Wingham *Times*, being defeated by 22 votes. Both are sons of Mr. R. Elliott, veteran newspaperman, who served his apprenticeship in the office of the Listowel *Banner*, and is now residing in Brantford.

At the annual meeting of the Commission of Conservation the following resolution was passed: The Commission is indebted and its thanks are extended to the newspapers of Canada for the large amount of space given to conservation subjects, and also for extended reports of the meeting of the Commission and its committees at Ottawa, and of meetings and conferences throughout Canada under the auspices of the town planning branch.

The St. Marys papers, early in November, cut out all free notices of any kind, charging at the rate of five cents per count line for all advance notices of socials, church, institutes, patriotic or other meetings, where no admission fee was charged, and a rate of ten cents per line when there was either an admission fee or collection at the door. They also charge 50 cents for memorial, engagement notices and cards of thanks.

Robert J. Dunsmore of the St. Thomas *Daily Times* editorial staff, has been appointed postmaster at St. Thomas, to succeed the late postmaster, W. H. Ingram. The fact that Mr. Dunsmore has two sons at the front had influence in his selection for his new office. The new postmaster came to St. Thomas nearly twenty years ago, and has been connected with the *Times* newspaper ever since.

For some fifteen years Mr. Dunsmore has contributed a page to the Saturday issue of the *Times* under the pen-name of "The Onlooker." In these columns he has been the direct means of promulgating many progressive movements for the welfare of the citizens and the advancement of the city. Mr. Dunsmore roamed all over the United States when a young lad plying his trade as a printer. He was born near Clinton, Ontario.

Press Gallery elections resulted in the following being elected: President, James Muir, Toronto *World;* Vice-President, Arthur Ford, Toronto *News;* Secretary, Charles Bishop, Toronto *Telegram;* Executive: A. B. Hannay, London *Advertiser;* H. E. M. Chisholm, Toronto *Star;* J. A. Brousseau, *La Presse;* S. W. Defoe, Western Associated Press; H. W. Anderson, Toronto *Globe*.

Frank Yeigh has resigned as registrar of the department of lands, forests and mines, after many years in the Ontario civil service, during which he served as private secretary of Hon. A. S. Hardy and other cabinet ministers. Mr. Yeigh was very popular in the service, and was among those who organized the Civil Service Association. He will engage for the present in lecturing and literary work.

Reeve-elect W. M. Appell, editor of the Tavistock Gazette, who was recently charged in police court at Woodstock, Ont., with taking the oath of qualification for municipal office without being a naturalized British subject, has received a certificate of naturalization from the Secretary of State. Mr Appel, who is an ex-warden of Oxford, and one of the best known municipal men in the county, was born in Germany, but moved to Canada when six years of age.

George Wright, of the Walker House, Toronto, delivered an address before the members of the Toronto Advertising Club. In the course of his remarks, Mr. Wright mentioned some of the items of expenditure in hotel keeping, such as $24,000 annually for fresh meats, $900 monthly for butter and eggs, and a pay roll of $60,000 a year. To newspaper advertising he attributes the fact that 1915 was a better year for the Walker House than the former record year 1913. His advertisements ap

peared in no less than 270 western newspapers in the fall of 1915, and as a result the Walker House and Carls-Rite were both filled to capacity during the Christmas season, as were also most of the other city hotels to which he sent guests whom his own houses could not accommodate.

The *Weekly Ontario*, Belleville, announces that no advertisements of intoxicating liquors will be accepted for publication in its columns. Since the present management of The *Ontario* assumed control of the paper, no new contracts of that nature have been accepted. A number of applications at attractive prices have been received, but all have been uniformly denied admission. Now, however, the publishers have announced their settled, definite policy.

The St. Catharines *Journal* was not published on certain days in January. Because of a notice from the business office over the head of the foreman of the composing room the Union printers ceased work pending an understanding. They were all ordered to the office, paid off and told they would be arrested for trespass if they returned. The plant was nailed up. The management claim the men struck. The men declare they were locked out.

Geo. E. Hudson, publisher of the Beamsville *Express*, has sold his paper to two members of his staff and has bought a larger business, the Haldimand *Advocate*, of Cayuga. The *Advocate* is the only newspaper published in the county town of Haldimand and has a large circulation. Mr. Hudson succeeds Capt. R. H. Davey, Quartermaster of the Haldimand Co. Regiment, as publisher of the *Advocate*, Capt. Davey is the same man from which he bought the Beamsville *Express* several years ago.

Among those taking the course of instruction at London to qualify as officers for overseas battalions are no fewer than twelve newspapermen. Seven of these are Londoners, former members of the editorial staffs of the *Free Press* and *Advertiser*. They are Lieuts. Bert Perry, sporting editor of the *Advertiser;* Joe Walters, reporter *Advertiser;* George Shibley, telegraph editor *Free Press* (168th); John Doherty, reporter *Free Press* (142nd); Robert DeHart, reporter *Free Press* (142nd); Clive Kennedy, reporter *Advertiser;* Tom Smith, reporter *Advertiser* (135th); The other newspapermen taking the course include Lieuts. Dancey, formerly of Guelph *Herald*, Toronto *News* and Toronto *Star;* Lieut. Angus, Chatham *Planet;* Lieut. McIntosh, Guelph *Mercury;* and Lieut. Chas. Grafton, formerly of the London *Free Press*.

On January 8th, the marriage took place of Nora Kathleen Shipsides, younger daughter of Mr. and Mrs. J. George Shipsides of Palm Beach, Florida, and Hugh S. Eayrs, eldest son of Rev. George Eayrs, F. R., Hist., S., of Dereham, Norfolk, England. Mr. Eayrs is on the editorial staff of the MacLean Publishing Company. Born in Leeds, England, he came to Canada nearly four years ago. He was assistant to the Publicity Agent of the Canadian Northern Railway, and later on the editorial staff of the *Canadian Courier*. For fifteen months he has been with MacLean Publishing Company. He is a frequent contributor to English and Canadian magazines and periodicals. His first notable contribution was to the *Westminster Gazette*, in London, England. With T. B. Costain he collaborated in a novel, "The Last Ally," and has written other stories and articles. His biographies of important British personalities in *MacLean's* and *Canadian Magazine* have attracted much attention.

QUEBEC

B. A. Macnab, editor of the Montreal *Daily Mail*, was married to Miss Lucy Winnifred Terrill of Montreal.

The Montreal *Herald and Telegraph* is featuring a puzzle idea—the interpretation of pictures. Prizes are offered to boys and girls.

Hector Garneau, journalist and lawyer, and grandson of the famous historian, S. X. Garneau, has been appointed librarian of the new Montreal city library.

Armand Lavergne, M.P.P., is suing the Montreal newspaper, *La Presse*, claiming $999.99 damages from that paper for alleged libel in items published in that newspaper.

Wm. J. C. Sutton of Montreal, who has been on the staff of The *Gazette* of that city for some years, has been appointed advertising manager of the paper and has entered upon his duties.

A demand for the cancellation of the commission of Lieut.-Col. Armand Lavergne, M.P.P., who delivered what he admitted was a treasonable address in the Quebec Legislature, is made by the Montreal *Daily Mail*.

Among those elected to office in the Montreal Board of Trade are the following: Anson McKim, second vice-president, and J. F. N. McDougall, council. The former is president of A. McKim, Ltd., Advertising Agency, and the latter, one of the McDougall, publishers.

W. J. Healy, well known in Toronto, where for several years he was manager of the Gagnier Publications, is now manager of the Sales and Service Department of the *Gazette* Printing Co., Montreal. Assisting him is F. J. O'Keeffe, late of the Gagnier Advertising Service, Montreal.

D. A. Butler, who has been the assistant managing editor of the Quebec *Telegraph*, has resigned to become night editor of the Montreal *Daily Mail*. For nearly fifteen years Mr. Butler has been connected with the *Telegraph*, having joined the staff as a reporter.

R. W. Ashcroft, recently advertising manager of the Canadian Consolidated Rubber Co., Montreal, has been made Manager of Publicity of the United States Rubber Company, New York. Mr. Ashcroft was banqueted prior to his departure by many prominent advertising men in Montreal.

Jules Fournier, editor of the French weekly, *Action*, who was recently acquitted on a charge of criminally libelling Mayor Mederic Martin, has been elected alderman in St. James ward during the remainder of the term of Napoleon Giroux, recently appointed controller. It was a three-cornered fight. Fournier won by a plurality of 214. Mr. Fournier's candidacy was strongly opposed by Mayor Martin. The new alderman's term expires in April.

Brigadier-General David Watson, managing director of the Quebec *Chronicle*, and now at the front commanding the 5th Infantry Brigade, was honored by the King by being made a Commander of the Bath. General Watson was in the battle of Ypres, then holding the rank of Colonel. He was mentioned in dispatches, and was recommended by Field Marshall Sir John French for "gallant and distinguished service." General Watson was born in Quebec in 1869. He has been connected with the *Chronicle* ever since he started on his business career, becoming managing director in 1901.

MARITIME PROVINCES

A linotype has been installed in the office of the Fredericton *Daily Mail*.

J. H. Tait, of St. John, has joined the reporting staff of St. John's *Telegraph*.

Arthur Smith, reporter with the St. John *Standard*, has resigned with the intention of donning the King's uniform.

Fred H. Glassy, for many years with the Associated Press in Boston, has joined the writing staff of the St. John *Standard*.

R. W. Gould, formerly editor of the *Daily News*, New Glasgow, is now a member of the reporting staff of the St. John *Telegraph*.

The resignation of John G. MacColl, who has been editor of the *Graphic*, Campbellton, since 1911, took effect at the first of the year.

F. J. Hardiman, office manager of the St. John *Telegraph*, is receiving congratulation on the first addition to his family, a daughter.

The Marianna, Florida, *Journal*, of which T. Emmett Milmore, formerly of Woodstock, was the editor and publisher, has suspended publication.

A. Hartley Case, who has been a member of the office staff of the St. John *Standard* for eighteen months, has been transferred to the reporting staff.

The *Church News*, which was published in the interest of the Evangelical Churches at Moncton, N.B., has suspended publication after an existence of a few months.

Business in Yarmouth is brisk, owing to new municipal printing, and the demands for year-end and new year accounts. Advertising is not exceeding its old volume, but subscription receipts are gratifying.

Pte. Daniel McRitchie, a well-known Canadian cartoonist, has enlisted for active service at Fredericton with the 36th Field Battery. He was for several years on The Sydney *Post*, and also worked for several western papers.

The Woodstock *Press*, during the past year, has added to its plant a Cranston power press and the necessary motor and fixtures for running the same with electricity; the plant has been vastly improved otherwise.

J. B. Dever of the writing staff of the St. John *Evening Times-Star*, has been appointed provisional lieutenant with the 115th avreseas battalion, and is now in Halifax taking a six-weeks course at the Royal Military School of Instruction.

Malcolm A. McLeod, of Sussex, editor of the *Maritime Farmer*, and Miss Marcia K. McWha, daughter of Mr. and Mrs. James McWha, were united in marriage in St. Stephen, N.B., on January 12. After a wedding trip through Nova Scotia, Mr. and Mrs. McLeod will make their home in Sussex.

Chas. B. Manning, formerly city editor of the Moncton *Transcript*, and for some time on the reportorial staff of the Edmonton *Journal*, was killed in Flanders in January. He enlisted with an Edmonton regiment. It is no mere formal expression to say that "Charlie" was liked by everyone.

William Reid, formerly in the service of McFarlane, Son & Hodgson, Ltd., paper dealers, Montreal, and for the past twenty-one months a director of Gunn Paper Company, Ltd., St. John, N.B., resigned that office on December 31st last. Mr. Reid has accepted an appointment with Beveridge Paper Company, Limited, Montreal, to be their resident representative at St. John.

N.B., and has entered upon his new duties there

J. D. MacDonald, Pictou, N.S., recently installed a Wharfdale pony press.

So far this year there is nothing of special interest in the printing business of Halifax, but both printing and bindery keep pretty busy.

J. L. Stewart, M.P.P., editor of the *World*, Chatham, has just returned from a tour of the county, addressing recruiting meetings.

C. M. Mirsereau, the young editor of the *Northern Light*, Bathurst, rejoices in the arrival of a son.

F. H. S. Paisley, editor of the Amherst *Guardian*, was married to Miss Beatrice E. Magurn, daughter of Mr. A. J. Magurn, a well-known newspaper man of Ottawa.

A. W. Thorne, city editor and Willard McGinley, of the reporting staff, of the St. John *Standard*, resigned recently to accept appointments as provincial lieutenants in the 140th overseas battalion. After joining their regiment at Camp Sussex, they left for Halifax to take the officers' training course.

John S. Scott, specialist in newspaper circulation building, has just completed an engagement with the *Tribune*, Windsor, N.S., and has returned to Toronto. Mr. Scott has been in Eastern Canada for several months, where he conducted voting contests for the paper above named, the *Union Advocate*, Newcastle, N.B., and *The Post*, Sackville, N.B.

H. F. S. Paisley, editor of the Amherst *Guardian*, Amherst, N.S., was married to Miss Beatrice F. Magurn, Ottawa, on January 18. Mr. Paisley made his start in newspaper work on the St. John, N.B., *Globe*, and later became editor of the Sackville *Tribune*. From Sackville he went west as editor of the Regina *Leader*. For a time he was in the press gallery in Ottawa, and a year ago started the Amherst *Guardian*, a lively Liberal paper.

The St. John *Standard* is planning to put on, commencing in March, a circulation contest, in which that paper will form one in a chain of papers across Canada doing the same work. The principal prizes will be trips to Prince Rupert, thence by boat to Alaska, returning to Vancouver and by rail east through the States, or at the option of the winners in place of this trip, one year's course in any provincial university, and there will also be other prizes sufficient to pay reasonably well for their time any competitors who are not winners of trips.

NEWFOUNDLAND

The Bay Roberts *Guardian* announces that it has raised its subscription price to $1.00 per year.

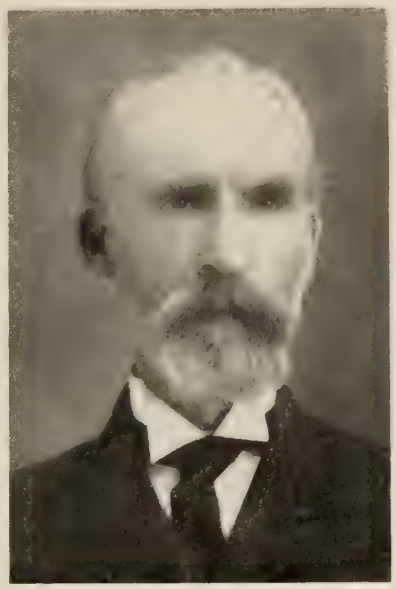
The *Januslan*, edited by V. J. Parsons, of St. John's, is a New Year publication, and made its appearance the first of January.

F. J. Brady, editor of the Trinity *Enterprise*, was confined to his house with la grippe during the first two weeks of the New Year. He is now recovering and will soon be able to resume duties.

Hon. P. T. McGrath, editor St. John's *Evening Herald*, on New Year's Eve, celebrated his silver jubilee as a journalist. That evening the *Evening Herald* staff presented Editor McGrath with an address and a silver salver.

On the first Tuesday of January the present year, the St. John's, Newfoundland, *Royal Gazette*, entered upon its 109th year. It is the oldest paper published in Newfoundland, with the Harbor Grace *Standard* coming next, being in its 57th year. Then comes the St. John's *Evening Telegram*, in its 38th year, closely followed by the Twillingate *Sun*, which is in its 37th year.

Roland G. Barrett, the eleven-year-old son of A. L. Barrett, manager of the *Western Star of Curling*, is perhaps one of the youngest authors we have. His latest story, "An Anxious Christmas," published in the Christmas edition of the *Western Star*, evoked favorable comment from many sources. This young author has won several prizes in story-writing competitions the past two years, with various papers.



THE LATE M. Y. McLEAN.
Founder and Editor of the Huron *Expositor*, Seaforth, Ont.

P. K. Devine has issued a new publication entitled *Colonial Commerce*. It made its first appearance on the last day of the old year. The *Colonial Commerce* is issued from the St. John's *Trade Review* office. It is of magazine form containing eighty pages with an appropriately engraved frontispiece. During the winter the *Colonial Commerce* will be published monthly, after which it is contemplated to appear as a weekly publication.

The Dead

M. Y. McLEAN

Murdo Young McLean, proprietor and editor of the Seaforth *Expositor*, is dead.

Mr. McLean was born 73 years ago in Dumfries, Waterloo County, Ontario, of Highland Scotch parentage, but settled in Seaforth when quite a young man. For forty years he was a guiding personality in public affairs throughout Huron district. As editor and proprietor of the Huron *Expositor* he spoke to a wide community. He represented South Huron, first in the Provincial Legislature and afterwards for two terms at Ottawa. Mr. McLean was a Liberal.

Among those surviving him is his son Keith, who was associated with his father in the *Expositor* office.

WM. B. PRESCOTT

William Blair Prescott, for seven years president of the International Typographical Union, and a noted labor leader, died in Chicago.

The following is a copy of resolutions unanimously passed by the Chapel of the Henry O. Shepard Company at a special meeting held for that purpose on Wednesday, January 26, 1916. Here it may be said that the late Mr. Prescott was one of four commissioners of the I.T.U. Course of Instruction in Printing, conducted by the Inland Printer Technical School:

Whereas, it has pleased the Supreme Ruler of this universe to take from our midst our long known and esteemed fellow worker, Brother William B. Prescott, The Henry O. Shepard Company Chapel desires to express its sorrow by the following resolution:

In the sudden and untimely death of Mr. Prescott, the members of this Chapel, individually, and the membership of the International Typographical Union throughout its entire jurisdiction, have sustained a most severe loss.

Mr. Prescott was of kindly disposition, and an earnest worker in the cause of trade-unionism, always seeking the betterment and uplifting of its conditions. As an editorial writer, and as secretary and member of the International Typographical Union Commission on Supplemental Trade Education, he had these objects constantly in view, and there is no question but that they were in large measure attained and supported by his efforts.

To his sorrowing relatives we extend our heartfelt sympathy.

Resolved, that a copy of these resolutions be sent to his family, to the Typographical Journal and the trade press.

ED. JOHN HURTON

Ed. John Hurton, a resident of Indianapolis, Ind., for upwards of twenty years, and who occupied an important position as superintendent of the printing establishment of the Hollenbeck Press, is dead. The deceased, who was recognized as an expert in the printing art, learned his trade in the Hamilton *Times* job printing office.

EDMUND G. COOMBE

Edmund G. Coombe, one of the most universally beloved newspapermen in Canada, is dead. Mr. Coombe was born in Kincardine, Ont., about 56 years ago, his father having been one of the pioneer millers of that district. On coming to Toronto about 35 years ago, the late Mr. Coombe first followed the occupation of a bookkeeper. Mr. Coombe soon developed a liking for newspaper work, most of his associates in the city at that time being of the newspaper profession, and started in as a reporter on the Toronto *World*. Writing as "the City Hall Newsboy," Mr. Coombe's "Chimmie Fadden" articles attracted much attention.

For a period Mr. Coombe traveled throughout the United States as a publicity or advance agent for a number of well known theatrical offerings. On his return to Toronto he again took up newspaper work, acting as police reporter and in other capacities for the Toronto *World*. When the Royal Alexandra Theatre was opened in Toronto, the manager, Mr. Lawrence Solman, secured Mr. Coombe as publicity agent.

Mr. Coombe was a former vice-president of the Toronto Press Club.

F. N. HAM

F. N. Ham, a pioneer printer of the Pacific Coast, and one of the best known men of Vancouver, is dead.

The late Mr. Ham, who was born at Napanee, was, in the early days of the country, a manufacturer of piano keys until the McKinley tariff practically broke him, when he went west to Brandon, and for some time ran a paper there, going later

to British Columbia and joining in the Klondyke rush, making for the Yukon.

Later he returned to B. C. and located at Kamloops, where he took hold of the mechanical end of the Kamloops *Standard*. He then went into the Similkameen country, returning to Vancouver in 1902, when he started the business which to-day bears his name.

DAVID CURRIE

David Currie, the newspaper writer of Montreal, whose pen name of "Rusticus" was received with authority on agricultural subjects, is dead.

Mr. Currie was born near Hull, Que., August, 1833, and had his early training on the farm. It was not until 1874 that he gave up farming and went to Montreal to enter the newspaper field as agricultural writer for the *Daily Witness*. In 1879 he was sent to the west to write up a series of articles on conditions there, articles later published in book form.

LORD BURNHAM

Lord Burnham, proprietor of the London (Eng.) *Daily Telegraph*, died on Jan. 9th, in his eighty-third year. He gave London its first penny daily newspaper and invented the new style of journalism.

It was he who turned the *Daily Telegraph* into an engine of charity. From 1864, when he collected thousands of pounds for the Lancashire cotton spinners thrown out of employment by the American Civil War, to the present date, vast sums have been raised by the *Telegraph* for charitable purposes. He associated his newspaper with innumerable schemes for the alleviation of misery or the reward of merit, and it was in the office of the *Telegraph* that the Stanley expedition into Central Africa was first planned.

He had as assistants Sir Edwin Arnold, George Augustus Sala, and a long line of men distinguished not only in journalism but in literature and art.

On his social side Lord Burnham was very popular. He numbered among his warmest friends the late King Edward, who was frequently his guest.

His oldest son, Hon. Harry Lawson, is now the manager of the *Daily Telegraph*, and has been a member of Parliament from a London district since 1885. His other son Lieut.-Col. the Hon. William Lawson, now commands the Second Regiment Royal Bucks Hussars. Of his three grandsons, all of whom entered active service on the first day of the war, two have been killed in action.

GEORGE R. ROBERTS

George R. Roberts, a former editor of the *Canadian Baptist*, is dead.

The late Mr. Roberts was English born, having come to this country at an early age from Ridgemount, Bedfordshire. He settled first at Paris, Ont., where he learned the printing trade. Later he was teacher for a year in the Mohawk Institute on the Brantford Reserve, after which he attended the Albert College at Belleville, and removed to Hamilton. In that city he will be remembered as superintendent of the Christian Advocate, of which he had charge for a number of years. With the union of the Methodist churches Mr. Roberts removed to Toronto, where he took charge of the *Canadian Baptist*. After filling the position as editor of this publication for a number of years, Mr. Roberts retired, but later on secured the stamp counter at the Toronto General Post office, which he had managed for the past twelve years.

ANDREW DENHOLM

Andrew Denholm, a resident of Blenheim, Ont., for the past twenty-seven years and prominent in public service and church life, died there in his eightieth year.

He was born in London Township and learned his trade as a printer. He was the first president of the Typographical Union in London.

He started out for himself as proprietor of the Kincardine *Reporter*, and after leaving there, started the Woodstock *Standard*,



ANDREW DENHOLM,
Former Editor of Kincardine *Reporter*, and founder of the Woodstock *Standard*, who died in Blenheim, Jan. 6th.

the first daily in that place, which he afterwards sold to W. M. O'Beirne, now of the Stratford *Beacon*. He went to Blenheim in 1889, and for eleven years conducted the Blenheim *News*. He was a past president of the Western Ontario Library Association.

J. M. Denholm, of the Blenheim *News Tribune*, is a son.

GEORGE F. BARNES

George F. B. Barnes, senior member and president of Barnes & Co., Limited, St. John, one of the oldest established printing and stationery houses in Canada, is dead.

Born in St. John, the son of the late James E. Barnes, he followed up the business of his father after the completion of his education. The firm was organized by his father and uncle, Robert R. Barnes. In recent years it has been capably managed by the junior branch of the Barnes family. Mr. Barnes was sixty-three years of age.

GEORGE G. MEIKLE

George G. Meikle, proprietor of the Natal *Reporter*, Natal, B.C., is dead. Deceased was well known among newspaper men in Canada, having been in business in Ontario, Manitoba and British Columbia for over 40 years. He resided in Fernie for about five years.

JOSEPH McCLURE

Joseph McClure is dead. He had been a resident of Nelson for the past three years.

The late Mr. McClure was born in Peel County, near Brampton, Ont., almost 67 years ago. He went west in 1880 and took up farming. Later he moved to this city, where he was engaged in the job printing business for some years. He then took over the Stonewall *Gazette*, acting as editor and proprietor of that paper for about 10 years.

R. PITT BROOKE

Reginald Pitt Brooke of Lalahana ranch is dead.

Mr. Pitt Brooke, who was 50 years of age, arrived in Nelson, B.C., in the early spring of 1913 from Par, Cornwall, England, and took up his residence on the ranch across the lake, which he named "Lalahana." He was at one time proprietor of the *Independent*, a weekly newspaper which he published in Nelson.

CAPT. L. W. BINGAY

Word has been received that Capt. L. W. Bingay has died at a military hospital in Etaples, France, from gunshot wounds received in action. He was Captain of Port Arthur Company, 8th Battalion, first contingent. Capt. Bingay, who was a Nova Scotian by birth and of U.E. Loyalist stock, served in the South African war. He was news editor of the Port Arthur *Evening Chronicle*. Mrs. Bingay was with him when he died.

JAMES A. MONTGOMERY

Private James A. Montgomery, reported as killed in action, was a printer prior to enlisting and two years ago was a compositor on the Winnipeg *Telegram*. He then went to Regina, where he was employed for a year and a half by the Evening *Province* and *Standard*.

HAMILTON ADVERTISING AGENCY

The Hamilton Advertisers' Agency, Limited, has increased its staff, this time by the addition of Gordon L. Lemon, of Toronto, who will take charge of the newspaper contract department. Mr. Lemon was for some years with the McKim Agency.

The Hamilton Advertising Agency now numbers among its clients several of the largest national advertisers in Hamilton and district, including the F. F. Dalley Co., manufacturers of the famous 2-in-1 shoe polish and Black Knight stove polish; the Hamilton Brewing Association, makers of Regal lager; the Grant Spring Brewery Co., ales and porters; Aylmer Condensed Milk Co., "Canada First" milk; Tuckett, Limited; Zimmerman Mfg. Co., Zimmerknit; Parsons & Parsons, Kant-Krack collars, and almost twenty other firms.

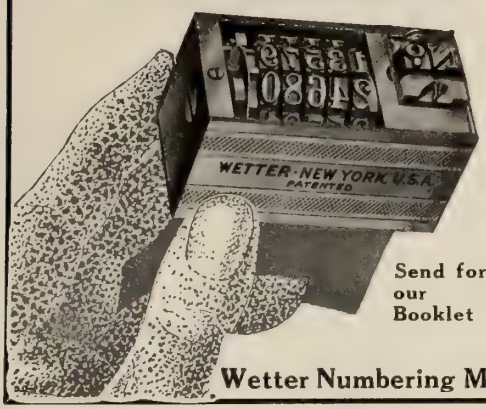
CURRENT METAL PRICES

Latterly the metal market has shown a sharp upward rise, and prices are not very steady. Toronto prices at the end of January were:

Linotype	.12¼
Stereotype	.11
Combination	.13½
Monotype	.12¼
Typograph	.12¼
Electrotype	.10¾
A Monotype	.12¾
S Monotype	.14½
Typecaster	.19

On account of the prevailing high price for metals, many printing concerns have been cleaning out their stocks of old zinc and half-tones and other "dead" metal, but dealers are disinclined to advise any general marketing of old metal in the belief that high prices will be realized. They say that the market is so variable that no firm prices can be quoted. Even so, it is very much to be recommended that every printing plant clean up its stock of dead metal. This on general principles.

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Durability

Wetter Numbering Machine Co., 255-261 Classon Ave., Brooklyn-New York, U.S.A.

For LITHOGRAPHERS and PRINTERS

Lithotex photo-mechanical machines and processes for MAKING LITHOGRAPHIC PLATES

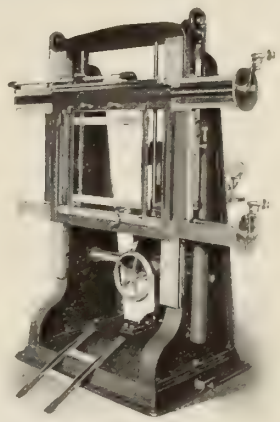
Lithotex machines and process are the cheapest, most efficient and accurate ever put on the market; they are simple in construction, easy to operate, and require small floor space; they have been endorsed by three foreign Governments; have been awarded two gold medals (England and France), and are being used by the largest Lithographers and Printers in the world. Write for descriptive booklet.

Write to CANADA MACHINERY CORPORATION, Limited, Galt, Ontario, Canada

where machines will be made upon order, or to the Lithotex Corporation, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

Equipment For Sale

One oak cabinet of 40 cases. Each case is equipped with rests so that it may be drawn the full length from cabinet and remain suspended. This cabinet is comparatively new, and may be bought at a right price, owing to owner making changes in equipment.

Box 509

c/o Printer & Publisher, 143 University Ave., Toronto

PRINTERDOM

U. T. & F. C. NOTES

W. C. Parsons, of the United Typothetae and Franklin Clubs of America Field Organization Staff, has gone in a northwesterly direction from Chicago. The points he will make or has made are Janesville and Madison, Wisconsin, La Crosse and Winona, Minneapolis, St. Paul, Grand Forks and Fargo, thence to towns in the farther west. Mr. Parsons has covered almost the entire country, east and west, in the past two years, and this trip covers some of his earlier territory. It is hoped that several local associations will be formed. Employing printers in the territory planned will do well to make a note of Mr. Parsons' itinerary, and take full advantage of his stay in their towns. Questions of local organization, cost finding and estimating may be referred to him.

The requests for installation of standard cost systems are very numerous of late. F. W. Fillmore, in charge of field cost experts, certainly is a busy man. He has been in the west for the past few months, but is expected to return to headquarters shortly.

Harry S. Stuff, Western representative United Typothetae and Franklin Clubs of America, is meeting with great success in Los Angeles. A number of new members have been added to the organization within the past month.

The executive officers and council, United Typothetae and Franklin Clubs of America, met in session January 28th and 29th at headquarters, and considered matters of vital importance to the organization.

The Standard Price List Committee of the United Typothetae and Franklin Clubs of America held a meeting at headquarters on January 28th, to discuss certain revisions and additions to the standard price list.

TORONTO PRESSMEN

At the last meeting of the Toronto Printing Pressmen's Union, C. F. of L., the following officers were elected for the ensuing year: President, J. Hincheliffe; vice-president, C. Clay; financial secretary, W. J. Fogarty; recording secretary, A. Cook; treasurer, C. Keates; sergeant-at-arms, F. Valiory; usher, M. Organ; executive committee, C. Clay, J. Hincheliffe, W. Fogarty, E. Robinson, W. Boyle, G. Feasby, W. Edworthy; auditors, T. McKenna and F. Austin; trustees, T. Bell and W. Webb; delegates to National Council, Messrs. Robinson, Clay, Feasby, Brady, Hincheliffe, Fogarty and Snider; delegates to C. F. of L. Convention, Webb, Clay and Fogarty; alternates, Cook, Hincheliffe and Feasby.

LABOR SHORTAGE

In Ontario and presumably in other provinces, the scarcity of pressmen and feeders has made itself sharply felt. The explanation of the scarcity is the heavy enlistment from among pressmen and printers generally. Advertisements for men in the public press are becoming numerous, but the supply does not satisfy the demand. Some larger firms doing contract work are setting girls at work to learn feeding. The indication is that wages for this class of work will stiffen.

TORONTO NOTES

H. J. Logan, printers' supplies, was in Chicago first week of January attending a convention of the Latham Machinery Co., whom he represents in Ontario. All their salesmen from Chicago, New York and Boston offices were present and spent a very profitable week inspecting the new factory.

The T. H. Best Printing Co. are installing a complete bindery plant for the production of school books, novels, catalogues, etc. H. J. Logan received the order for all machinery.

ST. THOMAS NOTES

The St. Thomas local of the International Typographical Union, No. 459, has named the following officers for the ensuing year: President, C. Herron; vice-president, J. Greenaway; recording secretary, F. Tuttle; secretary-treasurer, G. H. Fowler; sergeant-at-arms, J. Peacock; executive committee, the officers and J. M. Norris and C. E. Sutherland; auditors, J. Greenaway and R. V. McGuire; delegates to Trades and Labor Council, F. E. Walker and C. Herron.

ST. JOHN, N.B.

At the annual meeting of the International Printing Pressmen and Assistants' Union No. 36, St. John, the following officers were elected and installed for the ensuing year: President, A. L. Dever; vice-president, R. J. Finlay; financial secretary, W. Ward; recording secretary, William Howard; sergeant-at-arms, A. Read; executive, A. L. Dever, R. J. Finlay, C. McHugh, W. Howard, T. Read, D. Marshall, W. Driscoll, P. Brown and G. Lynch; delegates to Trades and Labor Council, William Howard, A. L. Dever, A. Read, C. McHugh, T. Read; delegates to Allied Trades Council, A. L. Dever William Howard and C. McHugh.

At the annual meeting of Typographical Union No. 85, held in St. John on January 8, officers for the coming year were elected and installed as follows: President, George T. McCafferty; Vice-president, Hamilton Patterson; recording secretary, F. W. Stanton; financial secretary-treasurer, Herman T. Campbell; sergent-at-arms, Richard W. Lawton; trustees, George Maxwell, Edward Sags, Bayard Stilwell, John Thompson, H. T. Campbell and John Longon. The meeting decided to withdraw their delegates from the local Trades and Labor Council on account of unsatisfactory business methods in the latter organization.

WESTERN NOTES

The announcement of the death of Pte. Jas. H. Montgomery, of the 28th Overseas Battalion, killed in action, was received with regret by the members of No. 191. For a number of years he was a member of the Winnipeg *Telegram* staff, but a couple of years ago moved to Regina, where he worked until early in December of last year, when he joined the 28th Battalion.

Cranbrook, B.C., has been compelled to surrender its charter. Slackness of the trade is the primary cause of the suspension.

SERMON ON THE LINOTYPE

Referring to the printing business as Regina's greatest industry, Rev. S. J. Farmer, pastor of First Baptist Church, preached on "The Mergenthaler." Mr. Farmer reviewed the wonderful strides which had been made in printing from the day of Caxton, and to the improvement which had been made in the crude press used in the time of Franklin.

The evolution of the newspaper was reviewed, the speaker making favorable reference to the press of Regina, stating that he liked the style of the papers printed in this city. The aim of the printing industry had been ever forward, and nothing but the best would do for the printing trade, resulting in the present high state of efficiency to which it had attained.

The pastor used the great progress made in the printing trade to illustrate fundamentals in the religious life.

CALENDARS RECEIVED

From the Canada Printing Ink Co., Toronto, has been received a handsome wall calendar with embossed, hand-lettered design. The dominant color-note is brown, emphasizing mutely the fact that brown is one of the colors now being used in lieu of vermilions, owing to the scarcity of vermillion inks.

A very pleasing calendar is that issued by the Stone Printing & Mfg. Co., Roanoke, Va. It is a 12-sheet calendar in orange and black, with an upper design showing the company's plant—a very extensive one. It is a calendar so attractive and clear that it is sure to be given a favored place wherever formed.

A calendar of compelling charm is that issued by the Gazette Printing Co., Montreal. It is generous as to size, and the calendar proper is beautifully clear. Each sheet of the twelve is enriched with 3-color process reproductions of notable pictures which in themselves insure that this calendar will be prized by every recipient—and this portion will be saved by many—to be framed. As an exhibit of the ability of the Gazette Printing Co. to do good work—difficult work successfully, this calendar is a great success.

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

The Intertype Company

Desires to assure all users of Intertype and Linotype machines that it is now, always has been, and always will be in a position to fill orders for composing machines and supplies, including one- and two-letter matrices, spacebands, molds, liners, ejector blades, distributor bars, and all other machine parts and supplies for Intertype and Linotype machines at prices greatly under those of competing concerns.

Under no circumstances should the printing trade permit its orders for machines and supplies to be held up by threats of patent litigation.

If any doubt or question concerning these matters should arise, please communicate promptly with us. Place your orders with us and begin at once to save part of your operating expense.

Machine owners are always pleased to testify to the wonderful productive ability of the Intertype, as the following letters from users of the machine will signify:

THE NORTH BAY TIMES

Dear Sirs,

In reply to yours of the 2nd inst., would say that the Intertype we put in our office in December is giving entire satisfaction. I think it is about as near fool proof as possible. My son, who had no previous experience with a Linotype machine, is the machinist. He being equal to the occasion we have not been under the necessity of calling in any one to do the adjusting. Our general printers are the operators.

Yours truly,
Norman Phelps, Publisher.

CANADIAN LIVE STOCK NEWS

Dear Sirs,—

I am glad for my own sake that practically from the outset the Intertype composing machine we bought from you has given satisfaction. It has been running a month and the time lost through stoppages has been comparatively small. I am therefore honestly at liberty to recommend the machine to any prospective buyer.

Yours very truly,
R. Goldwin Smith.

MONTREAL FINANCIAL TIMES

Montreal, Nov. 3rd, 1915.

Dear Sirs,

I cannot refrain from writing you an expression of my feelings regarding the two Intertype composing machines supplied our plant two years ago. After this experience with a steady working average of almost 12 hours a day the machines have stood the test and with only two calls for the service of a machinist during that time. Without going into the numerous improvements noticeable in the Intertype I can say that they are perfectly built machines and have many advantages over machines I have had superintendence over during the past seventeen years.

Wishing you success with their introduction into Canada.

Yours very truly,
Montreal Financial Times Pub. Co. Limited
John Taylor, Gen. Mgr.

THE PLANET, CHATHAM, ONT.

Dear Sirs,—

I have been out of the city or would have written you at an earlier date. In answer to your request I will just say I have four Intertypes in operation, and hope soon to instal a fifth. They have given entire satisfaction from the very first, over a year ago, and my operators, who are experienced machine men, prefer them to other makes. The makers are evidently in the field to stay, and already thousands of dollars have been saved to the publishers, who, apart from the real value of the machine, are protecting their own interests by purchasing Intertypes, and helping a good thing along.

Yours truly,
S. Stephenson.

BERLIN DAILY TELEGRAPH

Berlin, Nov. 5th, 1915.

Gentlemen,—

The Model B Intertype bought from you a year ago is giving entire satisfaction. The machine has not lost an hour since it was installed and the repairs have been practically nil. We are about to put on a second shift with a view to increasing the output of this machine, which is the office favorite, not only on account of its versatility in handling both news and advertising but also on account of the fine printing quality of the slugs it turns out.

Yours truly,
Berlin Daily Telegraph,
D. A. Beau, Mgr.

THE THOROLD POST

Dear Sirs,—

Early in January we set up the Intertype which we purchased in October last and have no cause to regret our choice of machine. It compares favorably with the Model V Linotype and has a number of later improvements such as a more efficient heating arrangement for metal, self-locking magazine, bell rings when line does not cast, and several others which tend towards simplifying composition. Considering these things and the difference in price compared with that of the Model V Linotype, we would not care to change.

Respectfully yours,
Thompson & Son.

THE EXPOSITOR, BRANTFORD

Dear Sirs,—

We have had our Intertype a little over 12 months and during that period it has not cost us one cent for repairs, and has at all times given perfect satisfaction. We are exceedingly well pleased in every respect and have no hesitation in recommending it to other publishers.

Yours sincerely,
The Expositor.
W. B. Preston, Bus. Mgr.

THE REVIEW, NIAGARA FALLS.

Niagara Falls, Nov. 15, 1915.

Gentlemen,

In October, 1914, we installed a Model B Intertype, the first in Canada, and after using it a year, we have pleasure in stating that the machine has given us great satisfaction. Expenses for repairs have been practically nothing. It has always been ready for business when we wanted it.

Yours very truly,
F. H. Leslie, Limited.

THE CONSERVATOR, BRAMPTON.

Dear Sirs,—

It affords me very great pleasure to recommend the Intertype Typesetting machine. I have been operating Linotype machines of practically all models for some years, but can safely say that the Intertype has them all beat for simplicity of construction and the result it produces. I made no mistake when I purchased an Intertype.

Hoping that the Intertype Typesetting Machine may go on and prosper, I am,

Yours very truly,
J. E. Fullerton,
The Conservator.

THE TORONTO WORLD

Dear Sirs,—

Answering your recent letter we are pleased to state that during the four months that our two Intertype machines have been in operation they have given entire satisfaction. We believe them to be efficient machines, and gladly recommend them to anyone contemplating purchasing a new equipment.

Very truly yours,
The Toronto World,
F. C. Hoy, Bus. Mgr.

THE ONTARIO PRESS, LIMITED

Gentlemen,—

In reply to your inquiry as to our opinion of the Intertype typesetting machine which you installed with us last November, we beg to state that this machine has been working alongside of four Model 5 American Linotype machines and has been holding up its end in a way that is thoroughly satisfactory to us.

Yours truly,
The Ontario Press, Limited.
H. G. Hocken, Manager.

MILLER & RICHARD

Canadian Selling Agents — **7 Jordan Street, Toronto, Ont.**



A Straight Talk from the Manager

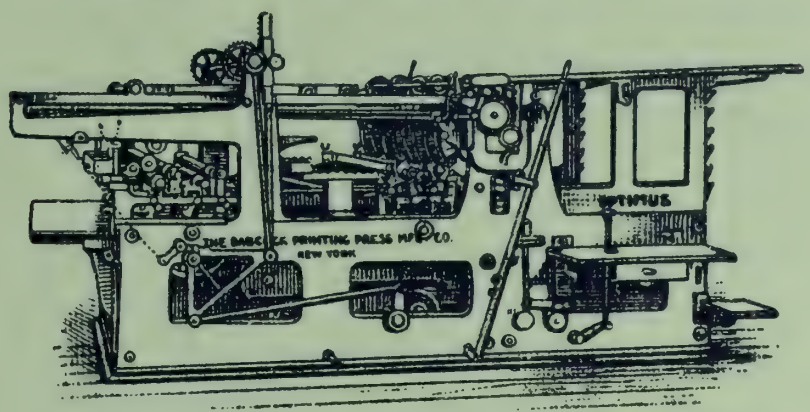
WHATEVER your problems, there are doubtless others who have been in the same boat and managed to make port. Write Printer and Publisher about these problems. The chances are ten to one we can help.

That is our business, helping the printing fraternity of Canada improve the quality of their output, cut down their costs and get a proper price.

Every issue of Printer and Publisher helps solve the problems of some of the trade. Let us hear from you, what you are up against, or how you made good.

THE MANAGER

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

The Inking Mechanism of The Babcock Optimus has always been thoroughly efficient, but our efforts did not slacken, for our aim was Perfection. We have now worked out to the minutest detail the supreme idea that has Revolutionized Ink Distribution. We have achieved the apparently impossible and to-day

"OPTIMUS" DISTRIBUTION

is accomplished through the most perfect Inking Arrangement ever built into a printing press. It gives *Absolutely Perfect, Noiseless Distribution* with very fine adjustments.

With the half turn of a single lever, every roller is thrown into or out of action, and each roller throws in or out independently of the others.

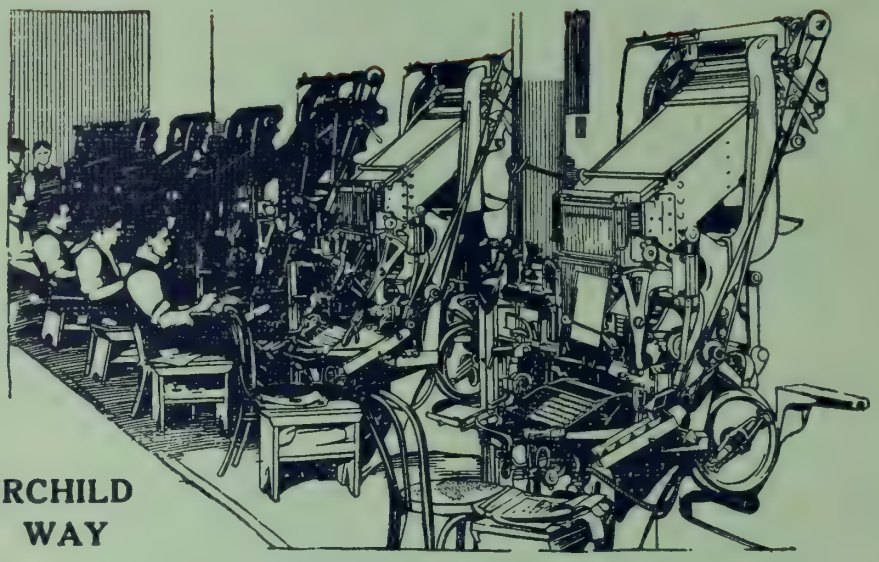
All rollers are easily removed and replaced by one man. All composition rollers are interchangeable and when the cylinder is tripped the ink feed may be suspended or not, at the will of the operator. We invite your investigation of

THE BABCOCK "OPTIMUS"

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

Three Linotypes — One Operator



THE FAIRCHILD WAY

The Fairchild Press, New York, publish the great textile trade daily "Woman's Wear," the "Daily Trade Record," trade directories, etc. All the body matter of these publications is of course composed on Linotypes.

Last July they added to their plant three Quick-Change Model 9 four-magazine Linotypes, equipped with twelve fonts of display matrices—two-letter and head-letter—giving them an assortment of twenty-one faces in all, ranging from 8-point to 18-point.

This installation was in the nature of an experiment as to the feasibility of producing fully 90% of their ad. and display composition on three Model 9's as a unit, *with but one operator*. Although they were to have been paid for in installments based on estimated savings, within three months Mr. Fairchild expressed his entire satisfaction with the economies effected by sending his cheque *in full payment*.

This specific instance proves that a Linotype need not be run constantly in order to be profitable. All three of these machines are operated to only one-third of their capacity, and the Fairchild Press finds that IT PAYS.

"The Multiple Linotype Way Is the Modern Way"

CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne Street

CHICAGO
1100 So. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento Street

Printer and Publisher

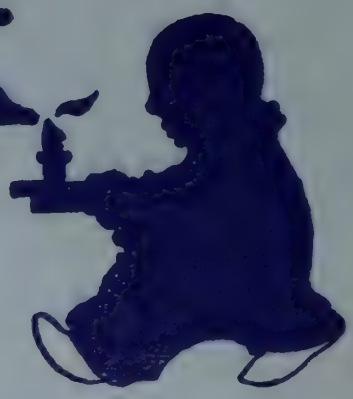
March
1916

The MacLean Publishing Co., Limited
Toronto : Montreal : Winnipeg

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.

I don't press you to buy what I offer But sell you what you want to buy

Representing:

WALTER SCOTT & CO.,
Plainfield, N.J.

STOKES & SMITH,
Philadelphia, Penn.

RICH & McLEAN,
New York

AUTOMATIC JUSTIFIER CO.,
Hammond, Ind., U.S.A.

UNITED PRINTING MACHINERY COMPANY,
Boston, Mass.



News Rotaries
One and Two-color Offsets
Direct Rotary Litho. Presses
Stone Litho. Presses
2-Rev. Presses Drum Cylinders

Rapid Rotary Job Press
7,500 an hour
Used and Rebuilt Miehle, Optimus, Huber and other 2 Rev. presses.

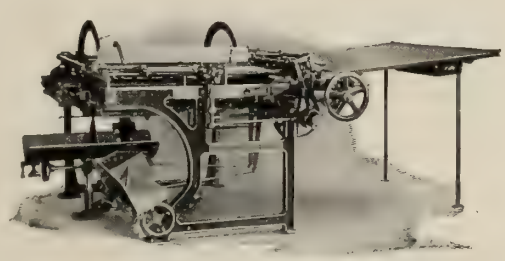
2-Sheet Rotary Book and Catalogue Presses—5,400 an hour on a 47 x 67 sheet.
Chapman Electric Neutralizers
U. P. M. Automatic Feeders.

GEO. A. TODD, MODERN MACHINERY ART 152 Bay St., Toronto

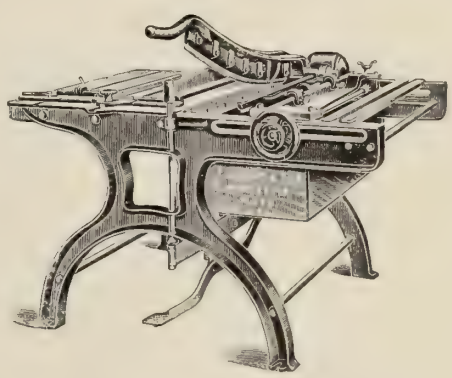
I DEAL ONLY IN MODERN MACHINERY

Linotypes, Monotypes—A Specialty. Consult me before buying, and save.

A Pair of Time and Labor Savers



Dexter Jobbing Folder.



Jacques 33-in. Bookbinders' Shears

Should be in Every Bindery

WRITE FOR DESCRIPTIVE MATTER, PRICES, ETC.

THE J. L. MORRISON CO.

445-447 King Street West, Toronto

BOOKBINDERS', PRINTERS', LITHOGRAPHERS', AND BOX MAKERS' MACHINERY AND SUPPLIES

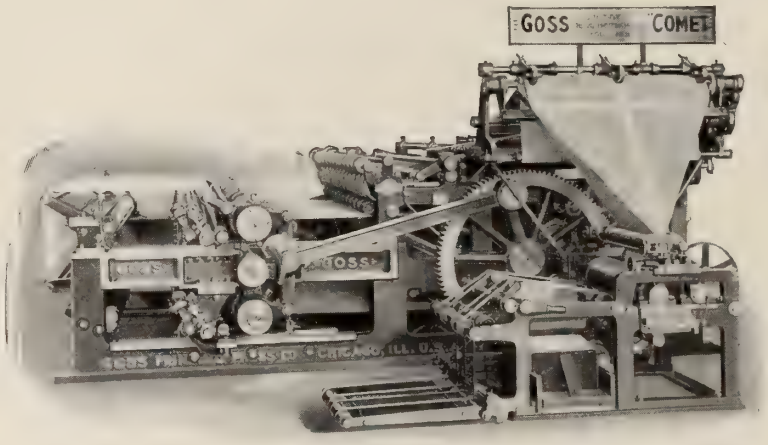
Say you saw it in PRINTER & PUBLISHER

THE FOUNDATION UPON WHICH THE GOSS COMET PRESS STANDS IS THE SOUND BASE OF

COMMON SENSE

WRITE FOR FULL PARTICULARS

A FLAT BED WEB PERFECTING PRESS THAT WILL PRINT 4, 6 OR 8 PAGES OF 6 OR 7 COLUMN NEWSPAPERS FROM ROLL PAPER AND TYPE FORMS



BUILT UPON HONOR BY SKILLED WORKMEN USING BEST MATERIAL

ECONOMY OF MAINTENANCE	QUALITY OF PRODUCT	SIMPLICITY OF CONSTRUCTION	RELIABILITY IN ACTION	CONVENIENT TO OPERATE
THE COMET DOES NOT WEAR TYPE, NO BACKLESH IN THE GEARING	THE COMET IS EQUIPPED WITH BALL BEARING IDLE ROLLERS OVER WHICH THE PAPER TRAVELS	THUMB SCREW INK FOUNTAIN ADJUSTMENT FOR EACH COLUMN	ALL CAMS AND GEARING ON THE OUTSIDE OF FRAME EASILY ACCESSIBLE	
SIX COMPOSITION ROLLERS AND TWO INK FOUNTAINS EQUIP THE PRESS	A 5 H.P. MOTOR IS AMPLE POWER TO OPERATE THE COMET	THE WEB ADVANCES WHILE THE CYLINDER ROLLS. NO DRAG UPON THE WEB	THE BLANKETS CAN BE TIGHTENED WITHOUT REMOVING CYLINDER LIDS	A ROTARY FOLDER PRACTICALLY TAPELESS
AUTOMATIC WEB TENSION AND PAPER ROLL GOVERNOR	THE COMET FOLDER IS PLACED AT THE SIDE OF THE PRESS SO THAT BOTH STRANDS OF WEB WILL ANGLEBAR ALIKE	DOUBLE INKING VIBRATORS TO CUT THE COLOR	INTERCHANGEABLE COMPOSITION ROLLER STOCKS	

GUARANTEED

Manufactured by

THE GOSS PRINTING PRESS CO.

CHICAGO OFFICE
16TH ST. & ASHLAND AVE.

NEW YORK OFFICE
No. 1 MADISON AVE.

GOLDING

PRESSES AND MACHINERY IN A PRINTING ESTABLISHMENT ARE INSURANCE AGAINST LOSSES AND ASSURANCE OF PROFITS

Golding Jobbers

A careful examination of the various job presses on the market will reveal to any discerning printer the many points of merit and high intrinsic value of the Golding Jobbers.

They have greater strength, a splendid ink distribution and deliver a superior product at a higher speed than other presses.

In the latest model are added a number of improvements that contribute to the further efficiency of the Golding Jobber.

Golding Paper Cutters

Our cutters have the prime requisites of accuracy, durability and speed, and will stand up unfailingly under the hardest use to which they may be subjected.

They are convenient to operate, have safety starting lever and deliver at all times a clean cut.

A number of exclusive features found only in Golding Cutters make them stand out from all others.

OTHER GOLDING PRODUCTS

The Pearl Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Safety Feeding and Fly-Wheel Guards, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

For sale by all dealers. Send for catalog, stating requirements.

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Canadian Agents: Geo. M. Stewart, Montreal; Printers Supplies, Ltd., Halifax; Stephenson, Blake Co., Toronto; Miller & Richard, Winnipeg; American Type Fdrs. Co., Vancouver.

Wilson-Munroe Co., LIMITED
TORONTO

Buckeye Covers

These are the covers to use, if you are interested in securing maximum effectiveness with a minimum expenditure of materials and labour. Their beautiful colors, *receptive printing surface*, great toughness and remarkable embossing properties have made them the largest-selling brand of Cover Paper in the world.

FULL STOCKS CARRIED IN OUR TORONTO WAREHOUSE

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Say you saw it in PRINTER & PUBLISHER

Buntin Gillies & Co. Limited

Mailed March 1st, 1916
No. 30
Semi-Annual Price List

PRINTERS SUPPLIES

Correct
to time of going to
press

Deeside Double Coated Book Paper

Good quality English Double Coated Book—especially made for fine cuts.

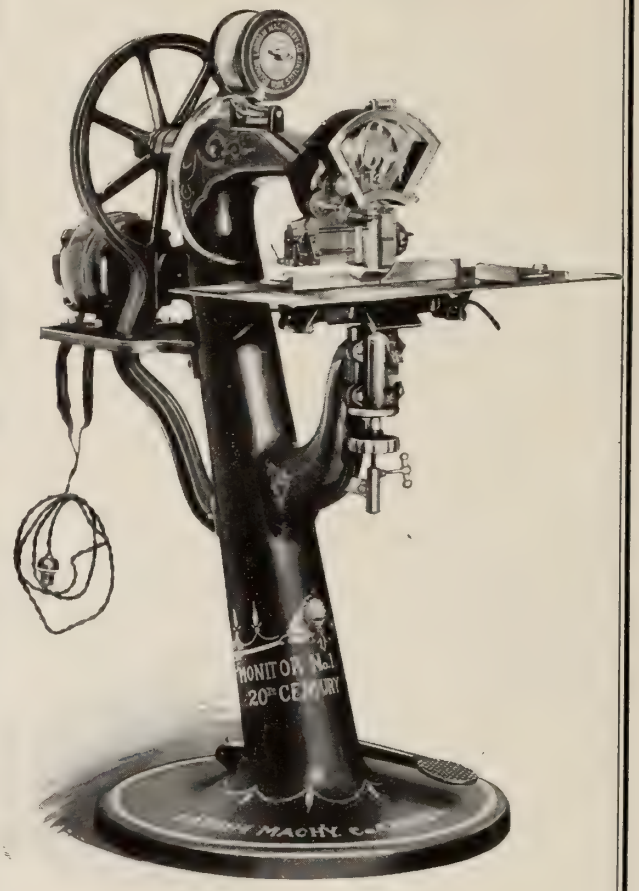
10½c. per lb.
Case lots 10c. per lb.

25 x 38—66, 80, 100 lbs.
28 x 42—100, 120

Use "Stic-Tite," the unexcelled powder paste.

Hamilton and Montreal.

All Ye Who Seek Profits!



Know the Monitor before you purchase a Wire Stitcher

LATHAM MACHINERY CO.
NEW YORK CHICAGO BOSTON

Canadian Selling Agents:
H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART - 92 McGill St., Montreal



LION RECORD

THE BEST 24c. PAPER PROCURABLE



John Dickinson & Company Limited

TORONTO
77 Wellington St. West

MONTREAL
216 Lemoine Street



WEEKLY BLACK

for better results on the weekly newspaper

Prints Black and clean on cuts and adds 100% to the appearance of your paper.

Will not dry on the Press.

Now being used by scores of Canada's leading Weeklies.

SINCLAIR & VALENTINE CO. OF CANADA, LIMITED

233 Richmond Street West, TORONTO
173 McDermott Avenue, WINNIPEG

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnscliffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

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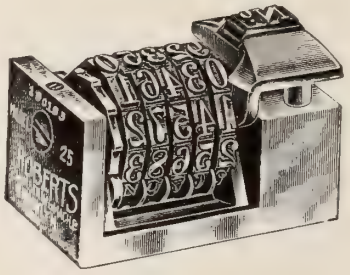
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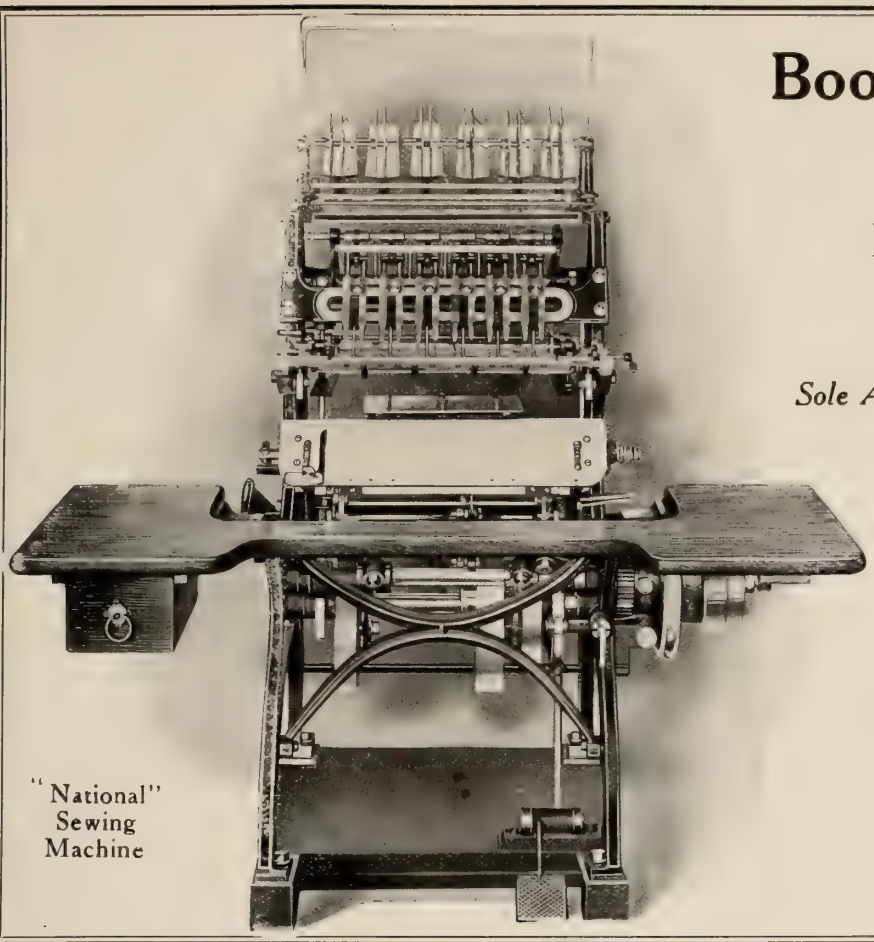
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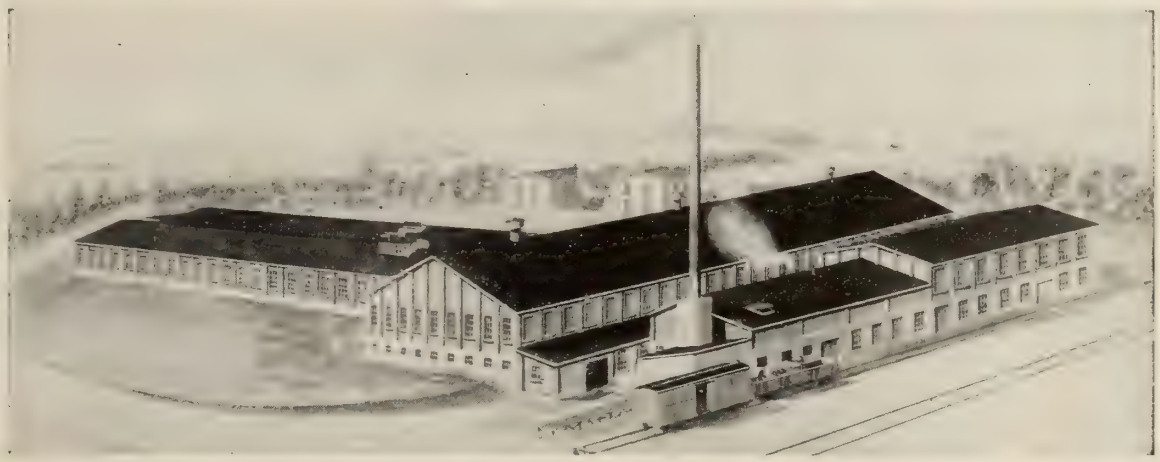
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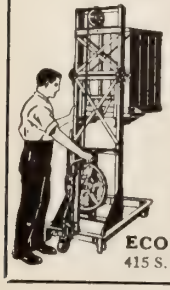
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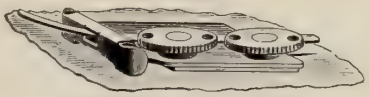
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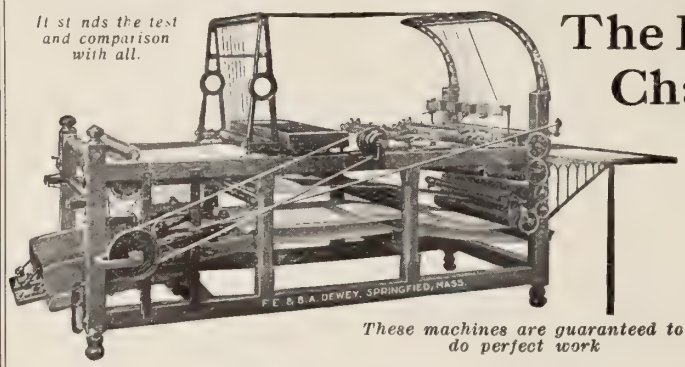
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Vol. XXV. Toronto, March, 1916 No. 3

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Form X-5

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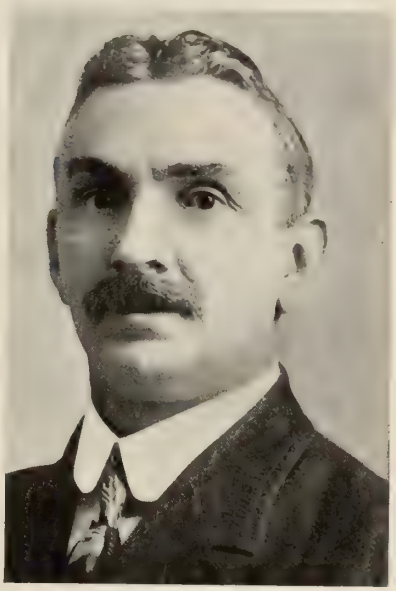
PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

Honorable P. T. McGrath, of Newfoundland

Twenty-five Years a Journalist—From Junior Reporter to Brilliant Parliamentarian and Litterateur — The Pen Mightier than Men — Interesting Political History—A Many-Sided Man—Honors A-many

By BEN BUGDEN

TWENTY-FIVE years ago on January 2, 1891, Mr. (now Hon.) Patrick Thomas McGrath, oldest son of William S., and the late Mary (Bermingham) McGrath, of St. John's, Newfoundland, entered the profession of journalism by joining the *Evening Herald* newspaper of that city as junior reporter. Mr. McGrath was born on December 16, 1869, and for seven years subsequent to his leaving the Christian Brothers' schools at the age of 14 years, compounded drugs and later managed the wholesale department of McMurdo & Co., chemists. While thus engaged he continued self-education and before the close of his apprenticeship was a frequent contributor to the press of his native city.



HON. P. T. McGRATH,
who has just celebrated his 25th anniversary as a newspaperman, and a sketch of whose career forms the theme of the accompanying article.

Finding that close confinement was undermining his health he abandoned the drug business for the outdoor life which is to be had as a scribe on a newspaper. This was in 1891. He labored in this capacity, with notable success, for three years, when he was appointed editor by the proprietor, the late J. E. Furneaux. In the same year by a series of articles on the financial cataclysm in Newfoundland, known throughout both hemispheres as the "Bank Crash," to the London *Times*, he secured the appointment, on the death of Rev. Dr. Harvey, a noted writer and historian of the colony, as correspondent to that paper, which position he holds to this day.

ATTENDED LATE QUEEN VICTORIA'S DIAMOND JUBILEE

In 1897 he visited England to represent his paper at the Diamond Jubilee of the late Queen Victoria, and his brilliant articles on this never-to-be-forgotten, seldom ever seen, much talked-of pageant were a special feature of his newspaper for many weeks after the wonderful event.

On returning from England he won his first notable success as a political journalist by a spectacular newspaper campaign in which he contributed largely to the overthrow of the Whiteway or Liberal Government and the resultant victory of the Winter-Morine administration. It might be interesting just here to state that the part played by Mr. McGrath in helping to win from so strong a leader as the late Sir William Valance Whiteway, who for upwards of 20 consecutive years held the political destinies of the country, won for him the distinction of being regarded as one of the greatest political journalists the country has produced.

Under the brief regime of the Winter-Morine government, Mr. McGrath filled the appointment of Assistant Clerk of the House of Assembly, which position he held until 1900, when a holocaust rent the party in twain and a general election resulted.

To the party led by Sir Robert Bond, who for many years was a close associate of Sir William Whiteway, Mr. McGrath offered his services, and again made notable newspaper contributions to Sir Robert's success, who rewarded him by making him Chief Clerk of the House of Assembly, which office carries with it a remunerative salary. This position he held for upwards of eight years, when in July, 1907, he resigned and went out with Sir Edward Morris, who up till then had been Sir Robert Bond's first lieutenant.

ESTABLISHES NEW NEWSPAPER

At this period Mr. McGrath resigned from the editorship of the *Evening Herald* and established a new paper called the *Evening Chronicle*, the object of which was to support the policy of the party then being organized by Sir Edward P. Morris, now Prime Minister of the island.

As on two former occasions Mr. McGrath was the principal figure in the Morris party—that is as far as a newspaper campaign was concerned. With Mr. McGrath this goes a long way, particularly when results are necessary, and in the memorable election of 1908 which resulted in a deadlock, both sides securing eighteen seats, he conducted so great a newspaper controversy politically that he is today considered, rightly so, perhaps, as the equal if not the superior of the Prime Minister himself. Six months later when the issue of a deadlock was up before the electorate for a final decision, he again assisted in the manoeuvres, through the columns of his paper, whereby the Bondites were jockeyed out of office and the Morris Party substituted by twenty-six seats against ten.

His work during all this time was all the more remarkable because it was conducted from a sick chamber. His physical health broke down under the strain of establishing the new paper, and all his writing and other work was done on a sick bed for nearly eighteen months.

After the establishment in office of the Morris Government, Mr. McGrath was re-appointed Chief Clerk of the House of Assembly and held that position until the end of 1911, when he was appointed by the Governor to a seat on the Legislative Council or Upper House, (corresponding to the Senate in Canada) in succession to the late Hon. D. J. Greene, K.C., one time premier of the colony. Closely following upon this he was appointed one of the Commission of Internal Economy of the Legislature.

AN INDEFATIGIBLE WORKER

Besides his regular work as editor of a daily paper, he is also a correspondent for the Reuter Agency (England), Associated Press (American), and many journals in the British Isles, the United States and Canada. In addition he is a steady contributor to the periodicals of both hemispheres, his articles appearing from time to time in the *Nineteenth Century, Fortnightly, McMillan's* and other *Reviews; Pall Mall, Windsor, Wide World, Chambers's Journal,* the special issues of the London *Times, the North American Review, Atlantic Monthly, American Review of Reviews, Scribner's, Harper's, McClure's,* and other magazines in America, also in Canadian publications. His literary output for some years past has averaged one magazine article per month, and he writes with authority on a great many subjects pertaining to Newfoundland, the Arctic regions, the Grand Banks, etc., besides publishing a book on his country in 1911. The Toronto *Globe* described him some years ago as being "possessed of more information regarding the colony in all aspects of its existence than any other man in the world." And the Montreal *Herald* referred to him as being "a walking encyclopaedia on Newfoundland."

The foregoing, however, by no means exhausts the sum of Mr. McGrath's activities. He has served in secretarial capacities for the various Governments, preparing reports on various subjects for the Bond and Morris administrations, assisted in the preparation of the Colony's case on the fisheries question for the Hague Tribunal in 1910, also with the historical material in connection with the Colony's case against Canada in regard to the Labrador boundary, and acted as the Colony's agent in the preparation of the case to be laid before the Dominions' Royal Commission which visited Newfoundland in the summer of 1914 in regard to its natural resources and industrial possibilities, while in 1913 he was appointed secretary to a joint committee of the Legislature to investigate the possibilities of the development of the island's fisheries.

At the outbreak of the war when the colony undertook to participate therein, and a Finance Committee was appointed consisting of the leading merchants with Sir Edgar Bowring, principal of the firm of Bowring Bros., at its head, to deal with the monetary problems involved, the committee unanimously requested Mr. McGrath to undertake the Honorary Secretaryship, in which capacity he has played a prominent part in the disbursing of more than a million dollars on behalf of the organization and maintenance of the Newfoundland Regiment in the field, now numbering 2,000 men, and he also fills a similar position in the Patriotic Fund, which is administered by the same gentlemen, the funds in this instance being raised by public subscription as the similar organization in Canada. The committee has been invited by the Colonial Government to undertake a third duty, namely, the working out of a pension scheme for the soldiers and sailors of the colony engaged in the war, and their dependents, and in conjunction with this branch of this work Mr. McGrath at his own expense visited Ottawa and Washington last summer and went thoroughly into the whole question of Canadian and American pensions, and has since worked out a pension scheme for the Colony which will be taken up.

John Imrie

IN RESPONSE to many inquiries received by PRINTER AND PUBLISHER concerning the condition of Mr. John Imrie, manager of the Canadian Press Association, and who underwent last December a very serious surgical operation in New York, it may be said that Mr. Imrie is making excellent progress, being able to take short walks daily. In the matter of his general health he was never better, and in spirits he is most cheerful. He continues to reside at Fergus, but gives much time to his official duties. It will be midsummer, however, in all probability, before he is fully recovered.

PERSISTENCE

THERE are two reasons for the necessity of persistence in advertising—one of them is the ease with which the human mind forgets, and the other is the necessity of teaching the good points of your products a little at a time. It is a general experience, not only in advertising but in all the different phases of business, that the concern which does not constantly remind its customers of its existence soon has no existence of which to remind them.

Co-operative Advertising in America is Growing

What Union of Effort is Accomplishing — Co-operative Advertising by Jewelers, Coal Dealers, Fruit Growers, Dairy Associations, Cities, Lumber Dealers, Railways and Others — Opportunities in Canada

By JOHN C KIRKWOOD

EFFECTS and results can be obtained by co-operative effort impossible by ununified individual effort. A thousand men may separately try to lift a weight or remove a barrier all in vain; yet let ten of them join forces and apply their united strength to the resisting object, and it is readily moved. So in the realm of advertising: unity or coordination of effort can accomplish results impossible otherwise.

That this truth is being perceived, and that co-operative advertising as an idea is taking root and flourishing is indicated by the following partial summary of co-operative advertising campaigns or contemplated campaigns:

$100,000 ADVERTISING JEWELRY

The Wholesale Jewelers' Association of the United States have planned to spend $100,000 in advertising. Jewelers have found that the craze for motoring has led to a neglect of jewelry. They have found, also, that the lords of fashion and artists have been depicting women dressed in the height of fashion wearing little or no jewelry. To restore the practice of wearing jewelry as an essential of good dressing is the object of the proposed campaign.

The Anthracite Coal Operators' General Committee of the United States ran a series of advertisements occupying from four columns to a page in which were discussed the demands of the coal miners for a 20 per cent. increase in wages. These advertisements appeared in daily newspapers in New York, Chicago, Philadelphia, Boston, St. Louis and numerous smaller cities throughout the coal mining country. It is said that this is the first time in the history of the anthracite coal industry when the operators have purchased display advertising space in newspapers for the purpose of telling the public frankly and openly, and fairly, the actual situation, and of pointing out how an increase in wages would affect the consumers' pocket book.

The state of Florida undertook a national campaign of advertising. To a projected fund of $150,000 for this purpose, the State contributed $50,000. Commercial organizations contributed another $25,000.

The Mayor of Philadelphia is promoting a publicity campaign for his city, involving an expenditure of $500,000.

The City of Toronto is considering a publicity campaign.

Detroit, with an expenditure of $10,000, attracted to itself in a single year over 300 conventions. The money was raised by private donations, and the sums ranged from $5 to $500.

OREGON APPLES ADVERTISED

The Northwestern Fruit Exchange of Oregon and Washington has launched a campaign in New York for "Skookum" apples. The appropriation for advertising is based upon the amount of apples shipped from the Northwest. The fund is really provided by the growers. "Skookum," it may be explained, is an Indian word meaning "bully."

In Minneapolis, thirteen page advertisements were run in the *Tribune* of that city, calling attention to Marquette Ave., one of the leading thoroughfares of that city. In the same paper has appeared an educational milk campaign, the money for which was provided by the milk-dealers.

The Anti-prohibition League has undertaken to spend in New York State dailies from $150,000 to $200,000 to promote its objects. This campaign resembles very closely that now current in Ontario, of the Personal Liberty League of Ontario, a campaign calculated to offset the influence and results of the prohibition campaign carried on in Ontario by the Citizens Committee of One Hundred.

A group of six whisky manufacturers of Louisville recently published an advertisement directed against national prohibition. Louisville whisky men made successful use of newspaper advertising in combating the compaign of a State-wide prohibition candidate for Governor in Kentucky last summer.

The State Dental Association of Indianapolis will have at its forthcoming meeting in May a plan of co-operative advertising by dentists.

$750,000 TO ADVERTISE THE SOUTHERN STATES

A million dollar advertising campaign has been advocated by some of the leaders in the iron and steel trades of the United States. "More money," said one man, "is spent in advertising toothpaste in this country than in advertising steel products."

The South of the United States is planning to spend $750,000 to make this part of the world better known, looking forward to its greater industrial development. The movement is backed by fourteen States. The campaign will continue for three years. Several railway companies have subscribed liberally to the fund, and many large corporations have signified their willingness to contribute. The Commercial Clubs of important Southern cities have agreed to support the movement.

The National Dairy Council of the United States has decided to spend over $250,000 to boost the consumption of milk. It has been discovered that $5.92 per capita is spent annually for milk, whereas $32 goes for liquor.

The National Lumber Manufacturers' Association with headquarters at Chicago planned a campaign to popularize their product, the consumption of which has been reduced by the inroads of substitute materials; but the plans proposed failed to get through. At the same time, a Trade Extension Bureau connected with the Association has brought forward a new plan which is likely to materialize. The idea is to organize the local dealers, and to have them carry on in their local newspapers a co-operative campaign.

The Southern Cypress Manufacturers Association and the Southern Pine Association, both of New Orleans, have, as is well known, carried on in American magazines, aggressive advertising campaigns.

TO ADVERTISE CALIFORNIA

The business men of San Francisco are planning a campaign to advertise their city and state. This is a "follow-up" on last year's exposition. Representatives of eight important business associations met recently to form a working alliance. The plan for the campaign grew out of

a realization of the fact that San Francisco must acknowledge a close inter-dependence with the counties of northern and central California, and must co-operate with them in exploiting both city and country attractions and industries. At the meeting of the Advertising Association George Hough Perry, the chief of exploitation of the Panama-Pacific Exposition, outlined a plan for the world-wide campaign to "sell San Francisco," which received the endorsement of several mercantile organizations. Perry said: "We assuredly have big values to offer, and there assuredly is a demand for them. Stories of real interest, telling the plain truth about our offerings, will find ready publication. As to method, the city must do as any corporation does in marketing its product—employ an advertising manager and see that he delivers the goods."

A proposal is before the New Jersey Chamber of Commerce urging that $500,000 be raised to spread broadcast news of opportunities for investors in that State.

The California Hotel Men's Association have announced that a world-wide advertising campaign will be carried on this year. Many of the larger hotels in and around the Golden Gate City are making plans for the establishment of a publicity bureau on a mutual basis, while others will employ outside publicity men to advertise the attractions of their hotels.

The jewelers of Syracuse, N.Y., are conducting a co-operative campaign in the newspapers of that city. The Central New York Jewelers' Association is likewise carrying on a co-operative campaign in the public press. A seal device is used in conjunction with the advertising, and an extension of the seal idea is its use as a transfix on windows, and as a sticker on boxes, cards, etc.

Plans for a $1,000,000 advertising campaign in which the trade of the retail jeweler will be brought more prominently before the public, were discussed recently at a dinner of the Chicago Jewelers' Association.

CO-OPERATIVE RAILROAD ADVERTISING

The Executive Committee representing twenty-one associated railroads of the United States conducted last year a campaign to defeat the "full crew" laws in Pennsylvania and New Jersey. The campaign conducted vigorously in February and March, cost $175,000. Expenses were divided on the basis of the saving which each of the railroads would have made if the full crew laws had been repealed in the two States. It cost the Pennsylvania system $82,000, the Philadelphia & Reading, $16,000, the Lackawanna and Lehigh Valley, $12,000 each, and other associated railways lesser sums.

The direct effect of the campaign was nil, but the indirect effect of the publicity was very beneficial to the railroads. Seventeen different advertisements were placed in 1,150 different papers. According to the railroads there is a record of 504,903 letters sent to legislators by individuals. In Pennsylvania 175 resolutions commending the railroads' point of view were passed by business associations, boards of trade, chambers of commerce, etc.; and 84 resolutions were passed in New Jersey. "A great deal of good," says the report, "resulted from the campaign, both in the protection of our interests from the enactment of other vicious laws and the molding of a strong public sentiment favorable to the railroads.

"The public activity of the railroads in the campaign to substitute commission authority over the manning of trains for the present arbitrary full crew laws brought the people and legislators on one hand, and railroad corporations and their employees on the other hand, in much closer relationship. with the result that a common feeling seemed to develop that the enactment of legislation adverse to the railroads was overdone and should be curtailed. This is more clearly illustrated by the fact that during the recent sessions of the Legislatures no destructive legislation was enacted."

Co-operative campaigns have been carried on in the United States by the Trenton Pottery Makers, by the Holstein Breeders' Association, and by the growers and shippers of citrus fruits. Some of this advertising has crossed into Canada. Thus there is a notable campaign now being carried on by the raisin growers of California to increase the sale of raisins—a campaign which has achieved its objects and which has inspired other similar undertakings.

The California Fruit Growers' Exchange plans to spend $400,000 for newspaper advertising alone this year.

The Cleveland Bicycle Dealers' Association has arranged to take liberal space in Cleveland's four local papers, to promote the sale of bicycles.

Co-operative church advertising is becoming very common all over the United States.

WHAT HAS BEEN AND CAN BE DONE IN CANADA

In Canada a year or so ago, the Canadian Manufacturers' Association carried on a co-operative campaign to promote the "Made in Canada" idea but it languished because of the failure of the contributing manufacturers to keep it going.

Seven wholesale paper houses in Canada have united to prepare and distribute a booklet entitled "Trade Customs," being a publication defining the common practices and customs affecting the purchase of book and litho papers—a most commendable example of co-operation. The little publication in itself is most informative.

In Canada are many opportunities for co-operative campaigns. Provinces should advertise. Municipalities should unite to advertise. Banks and life insurance companies should advertise. Fire insurance companies would do a good stroke of business in their behalf by carrying on in the public press a campaign calculated to cause individuals and others to do their utmost to prevent fires.

Canada as a country for tourists could be advantageously advertised by railways, resorts, hotels, provinces and municipalities in combination. Now that British Columbia apple growers have protection, they should unite to make their apples better known and to create for them preferential demand. Similarly the apple growers of Nova Scotia could advertise the apples grown in the Annapolis valley.

Cheese is a commodity that could be advertised with advantage in Canada.

CO-OPERATIVE PUBLISHERS' ADVERTISING

In the United States co-operative advertising by farm papers, religious papers and dailies is extensively carried on, with excellent results.

Last year in *Printer's Ink*, fifteen daily newspapers united to carry on a co-operative campaign to advertise the Canadian field to U. S. A. advertisers. In the same medium a number of the Canadian members of the Audit Bureau of Circulations joined to carry on a campaign defining their membership in this organization.

The publication of *Town and Country Field in Canada* by 125 publishers of Canadian weekly newspapers is a notable example of co-operative advertising.

Western dailies should combine to advertise the western market in the dailies of Eastern Canada. The newspapers of the province of Ontario should unite to advertise Ontario as a first-class market for try-out campaigns.

* * *

PRINTER AND PUBLISHER has provided the foregoing summary and suggestions in the hope that some wheels may be set in motion to have more advertising developed in this country, and to stir up, it may be, the publishers of the country to take definite action in the direction of organized promotion work.

Estimators Submit Figures on an A B C Job

Wide Differences in Calculations on a Job which One Man Wants $39 for, and Others from $22 to $33—Need for Better Estimating

By JOHN TYPEHIGH

IT WILL be remembered that in the January issue of PRINTER AND PUBLISHER printer readers were invited to submit estimates on the following job:

PARTICULARS

Robert Weston & Co. are about to issue a 16-page leaflet whose page size is 3¼ inches x 5½ inches. They will print this on a primrose bond stock, costing wholesale 10c a lb., using a 16 pound paper. Brown ink will be used.

The first page will have a 3-line type heading; occupying a space 1½ inches deep. The back page will be occupied by a displayed advertisement of R. Weston & Co.

The remaining space will be occupied by straight reading matter set in 8 point, 15 ems wide, divided into five sections or chapters. Pages 2 to 15 inclusive will have a running title, cut off by a rule.

There will be no cuts. Job in one color. Double wire-stitched.

Quote separately for the first 1,000 and for additional thousands printed at same time.

With respect to the estimate for first thousand, give it in detail—stock, composition, presswork, etc., etc.

When this particular test was devised, it was thought to be about as simple a job as could well be proposed. Yet the estimates submitted indicate most clearly that wide variations in calculations are possible.

As will be seen, the estimates submitted are few in number and with a single exception are from Ontario. Also, it would seem that in practically every instance the estimators are young men, and employees rather than principals.

PRINTER AND PUBLISHER is particularly pleased that the estimates submitted are from this class of man, for the test shows that there are those who are trying honestly and intelligently to estimate scientifically in a calculated way. Several sent in their estimates on regular estimating forms. These, when well devised, go far towards preventing errors and omissions.

Now for the estimates sent in:

J. W. G., TORONTO.

Stock:		
11-20 reams, 17 x 22—16,		
Total 16 4-5 lbs., at 10c.	$ 1.68	
Add 20%	.33	
		$ 2.01
Composition:		
Inside—14 pages at 989 ems at 60c per 1,000 —59c per page	8.26	
First page 1 page, 690 ems at 60c 41c per page	.41	
Display heading 3-10 of an hour at $1.25 per hour	.37	
Last page 1.5 hours at $1.25	1.88	
	—	10.92
Make-Up:		
15 pages at 2-10 hrs. per page at $1.25 per hour=25c per page		3.75
Lock-Up:		
1 form of 16 pp. of sheet 13½ x 22 at 90c per form		.90
Press—Make-Ready		
1 form at $1.98 per form	1.98	
Wash-up for color, ½ hour at $1.10	.55	
	—	2.53
Press—Running		
1¼ hours at $1.10		1.35
Ink:		
¼ lb. at 75c.	.20	
Add 20%	.04	
	—	.24
Binding, etc.:		
Folding, 4 hrs. at 30c	1.20	
Wire stitching, 2 wires, 1½ hours at 50c	.75	
Trimming, ½ hour at 1.00	.50	
		2.45
Total		24.15
Profit Add 20%		4.83
		28.98

Quote 1st M.... $28.50
Extra Ms 7.00

W. F., TORONTO.

Stock:		
11-5 reams	$ 1.92	
Cutting	.25	
Add 25%	.48	
		$ 2.65
Composition:		
Inside -14 pages, 1200 ems per page, at $1.00 per 1000=$1.20 per page	16.80	
1st page—½ hour at $1.25	.63	
Last page 1½ hours at $1.25	1.88	
		18.31
Make-Up:		
16 pages at 35c		5.60
Lock-Up:		
1 form at $1.88		1.88
Press—Make-Ready		
1 form at $2.25		2.25
Press—Running		
1 form		1.75
Ink:		
¾ lb. at $1.25	.96	
Add 20%	.19	
		1.15
Binding, etc.:		
Folding by hand	2.00	
Stitching	1.00	
Trimming	1.00	
Parcelling and Delivery	.45	
Wire	.10	
		4.55
Total		38.14

Quote—1st M.... $39.00
Additional M's 10.00

H. S., WINNIPEG.

Stock:		
16 lbs. at 10c	1.60	
Add 33 1-3%	.54	
		2.14
Composition:		
Inside—10½ M ems at $1.00 per M.	10.50	
First and last pages 2 hours at $1.40	2.80	
		13.30
Make-Up:		
4 hours at $1.40		5.60
Lock-up		2.80
Press—Make-Ready		
1 form at $3.00		3.00
Press—Running		
1 form		1.10
Ink:		
½ lb. at $1.00	.50	
Add 25%	.13	
		.63

Binding, etc.:
- Folding (hand) 1.50
- Wire stitching 1.00
- Trimming and cutting 1.00
- Parceling ..... .50

4.00

$32.87

Quote—1st M.... $33.00
Extra Ms 7.00

P. W. G., LONDON.

Stock:
- 1100 sheets required $3.52
- Add 20% ..... .71

4.23

Composition:
- Inside (machine), 14 M at 40c 5.60
- First and last pages (hand), 2 hours at 80c... 1.60
- Add 20% for correction and proofs 1.44

8.64

Lock-Up:
- 2 hours at 80c 1.60

Press—Make-Ready
- 1 hour at $1.25 ..... 1.25

Press—Running
- 1 hour at $1.25 ..... 1.25

Ink:
- 1 lb. at $1.00 ..... 1.00

Binding, etc.:
- Folding, stitching and trimming 1.00
- Packing and delivery 1.00

2.00

Total $19.37
Add sales, 20% 3.99

$23.96

Quote—1st M.... $24.00
Extra Ms 11.50

O. S., ELMIRA.

Stock:
- 17x28 20 at 10c, add 10% and 25% 1.88

Composition:
- 15 pages 4.56
- Back page 1.25

7.01

Make-Up:
- 16 pages at 15c 2.40

Lock-Up:
- Eight 2-page forms at 15c 1.20

Press—Make-Ready
- 8 forms, 15 min. each at 72c per hour..... 1.44

Press—Running
- 8 forms at 90c per form (800 per hour) 7.20

Ink:
- ¼ lb. at $2.00 ..... .50

Binding, etc.:
- Folding (4M at 15c per min. at 45c per hour). 2.00
- Stitching (8 per min. at 45c per hour)..... .95
- Insertions (4M at 12 per min. at 45c per hour) 2.50
- Cutting, ¾ hr. at $1.00 ..... .75
- Trimming, 1 hour at $1.00 ..... 1.00
- Delivery ..... .50

7.70

$29.33

Quote 1st M.... $30.00
Extra Ms 15.00

S. F. D., OTTAWA.

Stock:
- 1 1-10 reams 1.76
- Add 50% ..... .88

2.64

Composition:
- Machine, 7,250 ems 7.25

Make-Up:
- 4 hours at $1.25 ..... 5.00

Lock-Up:
- 1 hour at $1.25 ..... 1.25

Press—Make-Ready
- 1½ hours at $1.00 ..... 1.50

Press—Running
- 1¼ hours at $1.00 ..... 1.25

Ink ..... .25

Binding, etc.:
- Folding ..... .90
- Stitching ..... .85
- Cutting and trimming ..... .75
- Parcelling ..... .10

2.60

$21.74

Quote—1st M.... $22.00
Extra Ms 7.00

SUMMARY

	Tor'to 1	Tor'to 2	Winnip'g	London	Elmira	Ottawa
Stock	$ 2.01	$ 2.65	$ 2.14	$ 4.23	$ 1.88	$ 2.64
Composition	10.92	18.31	13.30	8.64	7.01	7.25
Make-up	3.75	5.60	5.60	....	2.40	5.00
Lock-up	.90	1.88	2.80	1.60	1.20	1.25
Press, make-re'dy	2.53	2.25	3.00	1.25	1.44	1.50
Press, running	1.35	1.75	1.40	1.25	7.20	1.25
Ink	.24	1.15	.63	1.00	.50	.25
Binding, etc.	2.45	4.55	4.00	2.00	7.70	2.60
Profit on sales	4.83	....	....	3.99	....	....
Total	$28.98	$38.14	$32.87	$23.96	$29.33	$21.74
Quote:						
1st M.	$28.50	$39.00	$33.00	$24.00	$30.00	$22.00
Extra Ms	7.00	10.00	7.00	11.50	15.00	7.00

COMMENTS ON ESTIMATES

In the item of stock, the calculations show differences of opinion. Some have not allowed for wastage. One has calculated on a 20-lb. stock, whereas the specifications called for a 16-lb. stock. Also one has used twice as much stock as is necessary.

The items which go to make up the charges under the head of composition show where many pitfalls lie. One would think that the time and amount of composition required would be fairly simple to estimate; yet a study of the various estimates indicates that this part of estimating trips many an estimator. Hour costs vary, it will be seen, from 40c to $1.00 for machine composition; and in the matter of the first and last pages, the calculated costs show considerable divergence. Two or three of the estimators did not indicate very definitely how they arrived at their estimates.

Under make-up, there are some glaring differences. One estimator apparently has omitted a charge for this item. Another asks $2.40, while the highest looks for $5.60.

Similarly lock-up charges show very great differences —from 90 cents to $2.80.

Again the item of make-ready shows a minimum charge of $1.25; and a maximum of $3.00.

The running of the job on the press shows closer calculations. One estimator figures on a small press of the Gordon type; and so his press work charge is away beyond what it should be.

Ink figures are interesting, as showing what is the estimate put on this item.

Under the heading of binding and sundry charges, the figures again show wide differences; and here there would seem to be some rough and ready guessing. One estimator wants $7.70 for this part of the job; while another is content with $2.00.

With respect to the addition of a percentage profit on the total of the several items the practice differs: some reckon up their desired profit in their hour charge. When a profit of 20 per cent. or 25 per cent. is added at the end, and a profit of equal or greater amount has been figured in on stock and ink, it will be seen that an excessive profit is obtained on these two items.

Also in the matter of quotations for extra thousands run at the same time, the estimates submitted show big differences—the result of faulty calculations.

ESTIMATING ON A BIG JOB

In a humble and inexpensive job like the one estimated on, the figures of differences and error do not bulk very

large. But in a long run on this same job, the estimates would become glaringly unequal.

Also there is this to consider: if estimators fall down on an A B C job, where will they be on estimating on a big job, running up into the hundreds and thousands of dollars?

Estimating is vital, for herein lies the profit on production. A cost system even though it be a very perfect one, does not assure that estimates will be right.

Estimating is something that has to be studied. It is a matter of careful calculations. And always estimates should be prepared on a proper form. These forms can be obtained on application to the secretaries of Printers' Boards of Trade—in Montreal, Toronto, Winnipeg, Calgary and Vancouver.

It is not only the apprentices and young men who need to study estimating. Proprietors, perhaps as much as employees, should learn to estimate accurately and soundly. Looseness of carelessness in estimating may cost a firm thousands of dollars in a year; and excessive figures in estimating are just as bad: they send jobs to competitors.

PRINTER AND PUBLISHER in its several estimating tests has discovered a prevalent state of carelessness which it desires to eliminate. But it would seem that the great majority of printers are content with their present methods of estimating—this since they fail to try out their knowledge and ability by submitting estimates in connection with the tests PRINTER AND PUBLISHER submits from time to time.

Each winter the Graphic Arts Board of Trade in Toronto,—and presumably similar bodies in other cities do likewise—has classes in estimating; and if Daniel Baker, Manager of the Toronto organization, were to tell all he knows about the shortcomings of men he meets and seeks to educate in estimating, it would be a sorry tale.

The same situation exists in other countries—in the United States and Great Britain. There the need of instruction in estimating is relatively as great as it is in Canada.

Let this be said: A good estimator can earn more money in a big office, as an estimator than as a compositor or lino-operator. This is one reason why a study of estimating becomes very much worth while.

Elsewhere in this issue of PRINTER AND PUBLISHER a correspondent makes the interesting suggestion—could a professional estimator in Toronto earn his bread and butter by giving a service to other printers.

Sometime in the near future PRINTER AND PUBLISHER will submit another test—one stiffer than those that have been offered before; and it hopes that many more will take the time and trouble to see just where they stand as individuals in estimating knowledge and trustworthiness.

No Cigarette Advertising

THE Curtis Publishing Company, of Philadelphia, publishers of the *Saturday Evening Post*, the *Ladies' Home Journal*, and the *Country Gentleman*, will carry no more cigarette advertising.

Picton, Ont., Feb. 8, 1916.

We beg to express our appreciation of the excellent service you are giving publishers in your monthly journal.

We get many ideas and suggestions from its pages which are a great help to us in our business. You are certainly doing good work for the publishers of Canada.

THE PICTON GAZETTE PUB. CO., LTD.,
A. E. Calman, Sec'y.-Treas.

Publishers' Activities

THE Winnipeg *Free Press* gave a prize to the exhibitor winning the most prizes in open competition at the Manitoba Agricultural College. The idea of the *Free Press* was to stimulate the number of exhibits, and the management of the Soils and Products Exposition states that it had the desired effect.

The St. Thomas *Times* presented in that city the French Government's official war pictures, "Fighting in France."

The Lethbridge *Herald* has adopted the 10 cents a week system. In justification of the new rate it published a very interesting full page advertisement, showing what daily papers in numerous American cities cost subscribers, and what is being charged by many Canadian dailies.

The St. Catharines *Journal* is offering a Bible for three coupons and $1.48 in cash.

The Toronto *Daily Star* has had Mrs. Mary Brown-Lewers, famous culinary expert, conducting in Massey Hall a Better Food, Better Homes School, to which admission was free. Lectures, demonstrations and music made the sessions profitable and enjoyable. Several advertisers of food products or constituents took large spaces in the *Star* to point out that Mrs. Brown-Lewers used their products in her demonstrations.

The Calgary *News-Telegram* conducted a circulation campaign in which the principal prize was a $1,700 Willys-Knight touring car. In all $9,000 in prizes—motor cars and grafonolas, were offered.

Woodstock's third Dollar Day was promoted by the *Sentinel-Review* of that city.

Barrie newspapers put on a Dollar Day Sale in February.

The Toronto *Daily Star* engaged Frank R. Robertson, world traveler, to show in that city his travel pictures and deliver his travel lectures. Admission was by coupon clipped from the paper, plus 10 cents. Without the coupon admission was 50 cents.

The Windsor, N.B., *Tribune* has increased its circulation to beyond the 2,000 mark—this by means of a voting contest.

Brockville newspapers promoted a fare-refunding sale in February.

The Port Colborne *Citizen* offered a prize of $1.00 to the reader finding the greatest number of typographical errors and words spelled correctly but having more than one meaning, in a particular issue.

In connection with the French war pictures shown in Lethbridge, the *Herald* of that city offered a special prize of $5 to the Lethbridge school boy or girl under the age of 14, writing the best essay on the pictures, and $5 for the best essay on the pictures from the school boy or girl over 14 years of age.

The Montreal *Standard* had a page in its issue of Feb. 26, devoted to the general subject of fires and their prevention—a page of letter press with advertising in adjacent columns. So far as PRINTER AND PUBLISHER knows, this is the only paper to turn to profitable account the opportunity for special advertising offered by the disastrous fire which destroyed the Parliament Buildings.

La Presse Bill Withdrawn

THE private bill to change the trustees of a certain number of shares of the capital stock of the La Presse Publishing Company, Limited, has been withdrawn at the request of the promoters of the bill, by Mr. Levesque, member for Laval, who had presented it. No comment was made by any of the interested parties and no explanation was forthcoming from neither those who had favored or opposed it.

Covering the Ottawa Fire

"THE story of the destruction of the Parliament Buildings at Ottawa last Thursday night was written in the newspaper offices themselves," declares Harry Anderson, the Toronto *Globe's* press gallery representative. "All the correspondents could do until well on into the morning was to flash along a bulletin service. We worked inside the cordon of soldiers that was thrown around the blazing building within a very few minutes of the outbreak of the fire. Copy boys carried our bulletins from outside the line of troops to the city telegraph offices—they weren't allowed inside the line—and we did the best we could to get the salient facts.

"When the fire broke out with such appalling suddenness, there were possibly only six of the forty-nine members of the gallery in the House of Commons. The rest were either in the press room in the west wing or elsewhere around the building. I think the men in the gallery were Wallace Dafoe of the Montreal *Herald;* Arthur Ford, Winnipeg *Telegram;* W. A. Wallis, Toronto *Mail and Empire;* L. P. Letellier, Quebec *Le Soleil;* W. R. McCurdy, Halifax *Herald;* and J. A. Brousseau, Montreal *La Presse.* The reason more were not there was because the House was considering a subject of little general interest.

"Upon the alarm of fire and the bursting into the chamber of the great wave of dense black smoke that obliterated the lights and made the place a very inferno, the men in the gallery rushed to the exit and managed to make their escape from the building, minus hats and coats. Mr. Brousseau attempted to write a bulletin before he left his seat and was nearly caught. He had to lower himself from the gallery to the floor and grope his way to one of the exits.

"As to the men in the press room in the west wing, their escape by any of the various entrances to the building was cut off by the thick smoke and the rapidly approaching flame, and they had to drop from one of the windows to the snow, a distance of about eighteen feet. The telegraph operators in the main corridor were quickly driven from their instruments and, realizing that they would have their hands full, rushed to the city offices.

"We agreed that one of us should go at once to the city and send a flash, announcing the fire, to every newspaper and press service in the country. This was done by Grattan O'Leary of the Ottawa *Journal.* We then organized to locate the members of the House, several of whom were reported as missing. By team work we were able to do this effectively. Meanwhile each of us dashed off bulletins, covering the progress of the conflagration. It was well into the night before any of us could sit down and write a connected story.

"One incident worth recording as showing both the interest and enterprise of at least one American paper, was the receipt by Grattan O'Leary from the Boston *Post,* which he represents in Ottawa, of instructions to secure photographs at daybreak, charter a special train and rush them to Boston. I understand this was done."

Mr. Anderson characterizes the events of the night as a vivid nightmare. During the course of the fire he was deluged by a stream from a branch of hose. As the thermometer was two below zero, this soon froze on him until he looked like Old Father Winter. Still he says it made a wonderfully warm blanket, and kept him from catching cold.—*The Editor and Publisher.*

Agency News

New accounts of the Gagnier Advertising Service are the John Taylor Soap Co., Toronto (Infant's Delight Toilet Soap); the Andrew Wilson Co. "Bachelor" cigars; and the Canada Paint Co., Montreal.

The account of the Ford Canadian Company, makers of Ford Cars, is now being handled by McConnell & Fergusson, London.

Ads. Limited, have the accounts of the William A. Rogers Co., makers of silverware; the Office Specialty Co., makers of office furniture, and the National Steel Company of Canada, of Hamilton, who are putting a motor truck on the market.

The Press Agency Bureau of Toronto, which, under the management of J. B. O'Higgins, has had charge of some of the large Canadian advertising appropriations, and Wm McLeod, well-known promotion and advertising expert with Ads Limited, have joined forces. The name Press Agency Bureau will be retained and the company's offices will be in the Dineen Building.

The 1916 schedule for the Ontario Wind Engine & Pump Co. is now starting in the agricultural papers, placed by the E. Sterling Dean Advertising Agency.

The E. Sterling Dean Advertising Agency will place the advertising campaign for Steel & Radiation Limited for 1916 in a general list of newspapers in Ontario and Eastern Canada. Copy will be ready in March.

John Lee Mahin, founder of the Mahin Advertising Company, has sold his interest in the firm to William H. Rankin, the vice-president. Mr. Mahin, for years a dominant factor in Chicago advertisingdom will retire from the presidency of the company which bears his name and open an agency in New York City.

"I am unable to discuss my plans at length just now," said Mr. Mahin. "It has been a long cherished desire of mine to live and do business in New York. I expect to open an office there May 2. I retire from the Mahin Advertising Company on May 1." Mr. Rankin, the new president, has been vice-president of the company for seven years. He is a graduate of the newspaper school and also has done magazine and farm periodical work. With him will be associated Wilbur D. Nesbit and Herman A. Groth.

Calgary's Way

THE Women's Press Clubs of Calgary and Vancouver have evolved a useful scheme for assisting the public in sending copies of local newspapers to Canadian soldiers abroad. They have had wrappers printed giving full particulars as to how to address papers to soldiers and the amount of postage required. These are ready gummed and are sold for five cents a dozen at book and drug stores in the two cities. In cases where papers are to be sent to hospitals, wrappers are to be had with the address in full printed on them, so that all that a sender has to do is to do up the paper and affix the necessary postage. Over eight thousand wrappers were sold in Calgary within a few days, which means that ten thousand papers have been sent to the front or to the various military hospitals.

Printers Crippled by War

PRINTERS returning from the front crippled in leg or foot, and who were not linotype operators, through the generosity of the Canadian Mergenthaler Co., will have the opportunity to become operators at the Toronto Technical School. Mr. Bland, the manager, has installed a linotype free of charge for the purpose outlined above. A printer so crippled would be handicapped considerably at the case or stone, but at the machine where he must use a chair, the case is different.

More "I Remembers" of an Old-Time Printer

Harry C. Stovel Continues His Delightful Reminiscences of a Past Generation —The Capitulation of Sedan—London Days—Ups and Downs of the Printing Trade—Joining the Union—Great Names of Past Days—The Stovels Go West

I REMEMBER it well; it was at the time of the capitulation of Sedan. Copy was taken at the London *Free Press* away up to six a.m., and the "takes" were frequently two and three lines, and to make even spacing was at times over two ems wide. What a time there was pasting one's string!

I remember,—I think it was the night the capitulation copy came in, and which copy, by the way, was on tissue paper, or next to it, straight from the telegraph operator,—we were putting in time for arrival of "telegraph," and a bunch of us took to the street and did some serenading. We landed at Mayor Cornish's house and gave him the benefit of our musical abilities (they were up at the hour, having a little time). But of this "Tom" Bland can tell more than I, for he was the leading musician.

I remember one of the leading members of the staff getting rather marked up one night, and next morning the story was that the governor of the engine struck him in the eye.

I remember, yes I do, the editorial copy. It was by one of the Blackburn's, Josh, I think. They say Horace Greeley's copy was bad stuff, but if it was any worse than Blackburn's, it certainly was bad. I remember one of my mates getting a take of it, about a stickful; and such a proof. I do not think that the proverbial fly crawling over it could mark it up as it was when the proof-reader finished it. It was the undoing of the chap in that composing room.



JOHN STOVEL,
President of the Stovel Company, Ltd., Winnipeg.

BEFORE AFTER
Becoming a Master Printer and entering the class known as a Bank Director.

I remember there was agitation to get the above-mentioned business knocked on the head, and in order that I might be roped in, was made a member of the Union. A strike was not reached, as the masters gave in.

I remember playing the cashier, in order that I might get the full amount due me, so that I could get home for the 1st July. No return trip was made.

N. P. DAYS

I remember A. W. Wright, H. E. Smallpiece, and (for the time being I forget the name of the third party) starting The *National*. It was at the time of the introduction of the National Policy as it was then known,—not a bad thing either, although a Grit does say it, if the original idea had been adhered to and not been allowed to run so much to the "sop" system. Both Smallpiece, of Toronto, and Watson, of Oshawa, could tell something good in this connection if they would. Boys, please tell your story.

I remember after leaving London, going to Toronto, and, as a strike was on, being put to picket duty. One of the strange things to me was to see a couple come tumbling down the stairway in the old Telegram building. J. Ross Robertson, of Robertson & Cook, had shoved the fellows down, as a strike was on at the *Telegram*.

I remember applying to the Union to be allowed to work as an "improver," being desirous to get at job work. Later on, after passing examinations, "Ed." Clarke, formerly mayor of Toronto, was the man to do the ushering-in when I came up for good, and when brought into the room he asked me to "toe the line" on the floor.

I remember that to belong to a Union in those days meant something. Proficiency was a qualification, as I had to undergo examination. There were the usual exceptions; when a strike was on, it being considered essential to have all in the office connected up and the course made as easy as possible for the newcomers.

I remember Westman & Baker starting their repair shop in the basement on Bay Street. They were "boys" then, and did not have the grey hairs adorning their heads as later on, denoting, as they say, early piety. Whether they embraced piety or not is not for me to say, but they were honorable fellows, and won public favor. It is pleasing to know that they not only attained success as machinists, but that they built up a nice business as manufacturers of job presses and cutters.

I remember when it was not an uncommon thing for the *Mail* to run across King Street about noon on Saturdays, and ask that cheque be cashed until the following Monday. It was not, of course, because of lack of funds, but simply to save journey to the bank, as time at that particular hour of the day was precious.

I remember when the Liberal office was started in Toronto. "Ed." Clarke, as we delighted to call him, was the foreman, and a dandy office it was. I also remember the outfit selected for the *Leader*, established by Nicholas Flood Davin at Regina; for an office in those days it was a "peach." R. L. Patterson can tell of it if he will.

THE BENGOUGHS

I remember when J. W. Bengough drew cartoons for the first *Grip*. It was in a little office around from King on Toronto Street. His brother "Tom" and myself were there. The pictures were of Sir John A. Macdonald, with

the big nose, and George Brown with the "short horns" at each side of his head. Get J. W. or Tom Bengough to open up; they can give some good stuff.

I remember introducing the present millionaire, S. J. Moore to Thomas Bengough. It was at Barrie, at a Baptist convention, and, as I was billeted alone at the gaoler's house (the home of Moore's father-in-law), introduced them, and, as Moore had to do the billeting, managed to have Tom with me at the gaol. The introduction there given led later on to Moore taking charge of the Grip concern, or rather the religious paper which Mr. Bengough was then publishing.

WHEN RULES WERE RULES

I remember what was known as the "job alley" of the Grip establishment, presided over by Jas. Murray, Sr. I do not remember for sure, but think Somers was the name of the gentleman in charge of the alley; he, in later years, went into the grocery business on King Street, at a corner. "Jim" Murray, as we knew him, was the devil, and I was sandwiched in between. There was a "picnic" for the office during a part of the time I was there to be sure. We were working on the, then, new First Readers. I can't say how many proofs were supplied the department, but they were numerous, and we did not have to push the work along to any great extent, as there was decided profit on our time. I remember working at these proofs one night twenty minutes overtime. In the morning, when late, this was used as an excuse, or a sort of saw-off; but it did not go with superintendent Murray. Some interesting stuff could be given if some of the fellows who worked at the other end of the print room would open out. I forget the names of them; but my brother John might tell something, as he was at that end.

I remember being a couple of minutes late there one morning. The hoist went up just as I approached the alley. (Mr. Blaber, of the Toronto Store Co., I believe was timekeeper at the time, and he could tell some stories). Ventured up the front way and made myself "known" to Mr. Murray, but, though he would go swimming with me, he was adamant. Mr. Murray saw me hiking as rapidly for the office as I could on the opposite side of the street to that on which he was, but it made no difference to him —rules were rules, and should be lived up to. I took my time, with result that the next week I visited quite a number of offices in hope of securing work, but to no purpose.



The above illustration is of three different places in which the Mount Forest *Confederate* was published, and was taken during one of the heavy winters of the long ago. No. 1 is that of a brick office which Mr. H. H. Stovel, father of the Winnipeg family, had erected for his own use, built after a plan of his own. In it the paper was printed for a time; then in No. 2, and also in No. 3 above the store. No. 4 is the figure of John Stovel, who at that time had charge of the office, and it is believed that in his hand is one of the homemade wooden sticks which was part of the plant at the time. It was made out of cherry wood obtained in the neighborhood. No. 5, on the fence post, is the figure of C. D. (Check) Stovel, who had to do with establishing the *Index* newspaper at Mount Forest. He could tell something if he would.

Then it was that I felt that the best thing for a married man to do was to consider well the rules of the office and abide by them strictly.

I remember, and Harry Lovelock does too, of the great sport he, Ed. Clarke, Jas. Murray, Sr., Sleeth, Dave Elder,



Standing is John Godfrey, an old comp. in the time of the Toronto *Leader*, for some time foreman of the Guelph *Daily Herald*, and later of Detroit. Sitting is H. C. Stovel.

and others of us used to have going over to the Island (then all the games there were at the place was the bowling alley), and having a "dandy" time going in bathing in cold Lake Ontario and then in warm Toronto Bay. And at other times out to the Humber, to see the bear. But of all this let Harry Lovelock tell.

OLD TIMES IN BOWMANVILLE

I remember going to Bowmanville to assist Mr. Climie with the *Sun* which he had started there. That was a great winter to be sure. If one could not sing or curl, he was not in it at all. The telephone was just coming into general use and it was interesting to sit in the exchange and listen to the sermon being delivered in the church. Bowmanville was then the home of the father of Mr. Shephard, who started the *Saturday Night*, and a fine old Congregational minister he was too. The Dominion Organ Company had just started in the place and a fine, sociable crowd the officials were. Mr. Yellowless, afterwards of Toronto, carried on one of the most up-to-date book and fancy goods stores, and had concerts in the store. His brother John, was later on, cashier at the *Sun* office in Winnipeg, and, I believe, is now farming near Ninette, Manitoba.

AN ECHO OF SIR JOHN A. MACDONALD

I remember following Mr. O'Beirne (now of the *Beacon*, Stratford), at Napanee, and what a town that Eastern place was for politics. Sir John A. had just run for the constituency, his wife canvassing the main street and giving a drum to the band. The noted gentleman was elected, but shortly after unseated. How desperate was the feel-

ing, of which Mr. O'Beirne can tell much better than I can.

I remember the breach of promise issue of the Napanee *Express* which went from east to west Ontario; the issue of a very large industrial number; the threatened service for libel if a certain article, which opponents got track of, was issued, and my turning to after three a.m., and "sticking" other copy so that the article would not appear, and so on. Have O'Beirne tell about it all.

THE STOVELS GO WEST

I remember well the 12th of July, 1881, when father and I left for the Red River country. On passing through Listowel, Ont., they were having a great time. The Orangemen—"Wallace Lambs" as they were known—were making the welkin ring with fife and drum; one of the events of note in those days. For some time prior to this I had been taking in all that was good about the country, and one day told father that I was going. He asked when, and I said in two weeks. "Where are you going to get the money?" he asked. "Never mind, I'll get it," was my reply; I had practically arranged for it at the time. Before the two weeks were up he was ready to go with me. We went via Chicago and St. Paul. By the way, the Grand Trunk, now running regular trains to Winnipeg, was at that time talking of going to the great lone land for business, but the C.P.R. got in ahead.

I remember our deciding to write the trip day about, and sending the copy home. It was said to be interesting. All news of the West was read with great interest those days.

ST. PAUL A SOURCE OF INSPIRATION

I remember our visit on the way to the Pioneer Press office at St. Paul. Father and I were shown through, the office staff taking care that we saw everything. It was the first really large office I had been through, and it gave me inspiration; to have such a place struck me. At the time the great floods had gone down at St. Paul, and we were shown the flats and houses where people got out of second-storey windows. It certainly was a bad sight; houses, etc., all any way and every way. All devastation.

I remember the visit to the *Pioneer Press* building made a decided impression upon me. This was to some day have an establishment that could take an order for a book and complete it, printing and binding as well,—all but making the paper. The desire has to an extent been gratified,—perhaps not in a proprietary sense, though I had a hand in the foundation work of the place. How gratified I was, when pointing to a certain building—a daily then had its home on the premises—to be able to say that there was no such other establishment in America; the nearest approach to it was the Northup concern at Buffalo. There were places much greater in single branches; but the Stovel's at Winnipeg had a greater number of branches under one roof.

WINNIPEG'S BOOM DAYS

I remember landing in Winnipeg in 1881, and, on making call at the *Free Press* office, found C. Acton ("Crazy Acting" as he had been dubbed) Burrows in charge of the editorial department of the Free Press (well, not exactly in charge, for it is not believed that W. F. Luxton ever allowed full control of such to anyone) and, when asked for explanations, he said: "there is no politics here, it is Manitoba first." Mr. Burrows had been known while with the Guelph *Herald.*

I remember the boom of 1881-2 at Winnipeg. One of the things that impressed me during the time was the high price of everything.

In the early days at Toronto, Lovelock, Stovel & Co. received $5 for 5,000 1/16 sheet dodgers, which were done two-on on a Gordon. At Winnipeg $12 for one thousand 1/12 sheets was the price. The figures "caught me" so much that work was undertaken for the West to be done down at home. Thousands of deed and mortgages were run off, page at a time, on a Gordon, and shipment made to Winnipeg. Jim Lambert, of the Mt. Forest *Representative,* can tell about this.

I remember the high prices obtained at Winnipeg for work gave rise to the idea of then starting a job office in company with J. H. Hacking, formerly of Guelph, Ont., but my wife taking sick, I was called home, and did not return until some years later, when the Stovel Co. was established.

I remember getting into "the swim" in real estate—it was next to impossible to keep from it. Purchased some property, and, after holding it for a time, got sort of tired of it, and had an auction sale. The proceeds were $2,640, upon which there was $27.46 to the good and a couple of lots. The diary of that time is interesting at this date.

New Regina Paper

ANOTHER newspaper is to make its bow to the citizens of Regina shortly, though no date for its first appearance has been set.

In many respects the newspaper will be unique and in a class by itself. In size it will be considerably smaller than the average newspaper and it will only contain one class of news. There will be no advertising, so far as can be learned, yet it will be distributed free. It will be financed by non-readers as well as readers and every ratepayer in th city will be asked to contribute towards its production and upkeep by paying the tax collector just a little more.

In other words the new newspaper will be a municipal venture, and the object of its appearance, it is understood, will be to "give an accurate people accurate information."

Waste is always costly—to somebody—
In the end it costs the fellow who wastes

—The School of Printing, Boston

Much Special Seasonable Advertising in Sight

Spring Activities—Special Agricultural Advertising—Motor Car Advertising and How to Get It—What Gardening Suggests—Essentials of Successful Canvassing

DURING the next two or three months will occur several opportunities for the development of special advertising.

The opening of spring suggests the idea of spring renovations—painting, wall-papering, the buying of new furniture, spring fashions, garden-making.

SPECIAL AGRICULTURAL ADVERTISING

In the matter of farm advertising, such activities as seeding, fertilizing the soil, the building of silos and other structures, fencing, underdraining, the planting of nursery, orchard and garden stock, spraying, painting, the equipment of stables with feed and litter-carriers, the installation of hay carriers, the tillage of the soil, and the renovation of house and outbuildings, suggest special advertising.

This year more than most years farmers will have to depend on machinery to replace man-labor, since so many men have enlisted and since workers are so few. This argument well put forward should secure many an order from those firms whose product or merchandise is sold to farmers.

Then there is the great dairy industry, with the mechanical aids—churns, cream separators, and milking machines.

THE ADVERTISING OF FASHIONS

A Chicago newspaper last autumn had a Fall Hat Day. Men were encouraged to buy fall hats on a certain Friday and Saturday—September 2nd and 3rd. This same idea can be adapted to spring hats. Last year some Canadian papers developed a Straw Hat Day.

Fort Worth, Texas, had last year a Dress-Up Week for Men. Local retailers co-operated enthusiastically. One newspaper of that city carried ten pages of dress advertising. This idea can be very well adapted to spring dress.

MOTOR-CAR ADVERTISING

Motoring for business and pleasure suggests to publishers that they ought to make special efforts to procure for their papers special motor-car advertising for the early months of spring and summer. Suppose a newspaper prepared a special section or page calling attention to the possibilities of profitable and pleasant motoring in its county or territory, prepared a dummy of the idea, and made a special canvass of the makers of motor-cars, the chances are that a goodly volume of motor-car advertising could be secured. Maps should form a feature of such a nature. The location of golf links, the proximity or accessibility of parks, resorts, pleasure places and places of interest should be indicated and otherwise be made a magnet to attract advertising. Motor cars for farmers should be dealt with very fully, the aim being to demonstrate that the motor car is an economy, that it actually earns money for the farmer, besides being a vehicle of pleasure and recreation.

SUPPLY HOUSES AND REAL ESTATE

In many centres are empty houses. This suggests special advertising. If a newspaper goes out purposefully to develop a special Saturday feature, calling attention to desirable houses to let or sell, building sites and real estate opportunities, it will surely meet with a delightful response. Every spring numerous farmers retire from their farms and move to town. This circumstance provides an argument for special advertising. Again many farmers are quitting farming because of the difficulty of obtaining help. This means farms for sale. Why not a Farms for Sale page?

SUMMER COMFORTS AND PLEASURES

Summer Pleasures and Comforts suggests an advertising possibility. Cycling and motorcycling, phonographs for the verandah, porch furniture, lawn swings, screen doors and window-screens, refrigerators, ice cream freezers, electric fans, beverages, desserts, awnings, hammocks, arbors, special summer clothing, pleasure resorts, out-of-door pastimes, such as tennis, boating, baseball, croquet, golf, all these suggest special advertising.

GARDEN ADVERTISING

Planning Your Summer Garden would make an interesting page—perhaps several pages. Layouts for gardening could be suggested. Seeds, shrubs, pergolas, glass frames, green-houses, fountains, trellises, climbing plants, fertilizers, lawn-mowers, lawn hose and sprinklers, weeders—these suggest what advertising can be procured. Some enterprising publishers can make this idea produce a local garden contest, with prizes to be awarded at the end of the season. The prize money to be provided by local merchants, wholesale seedsmen, horticultural societies and private citizens.

Poultry farming suggests special advertising.

* * *

Thus it will be seen how many and promising are the possibilities for the procuring of extra advertising by publishers having the will and energy to go after the advertising in sight. These opportunities are not alone for the publishers of dailies: they are equally open to the publishers of weeklies.

Again PRINTER AND PUBLISHER insists on this point: Advertisers answer back to special suggestions or proposals far more readily than to the abstract proposal to buy so much space in a newspaper. It is comparatively easy to sell space on a definite idea; it usually is very hard to sell space without definite suggestions to the advertiser.

A DUMMY WILL HELP

As a general thing a dummy of the special page or feature is necessary to "put over" the special proposal. This can be actually set up with type and rule, and proper proofs pulled; or in certain cases, the idea can be presented by means of a pen or pencil suggestion.

If you can prepare the layout and copy of an advertisement for submission to the prospect—this in advance of your call on him, your chances of getting an order are greatly improved.

The worst foe of success in the development of special advertising is the publisher's own inertia. So many publishers are fastened tight to the seats of their office chairs. Soliciting which involves the use of legs and tongue is very distasteful to them.

Physical energy, enthusiasm, optimism, and a fine confidence in one's self and one's proposal, in combination, achieve surprising results.

Put this saying to the test this spring, and you will be rich in money, faith, and power.

Installing a Cost System in a Small Print Shop

The Folly of Guessing—A Time System Not a Cost System—The Value of an Inventory—Cost Congresses Helpful—What a Good Cost System Does

By W. J. BOWERS

IN THE first few months of my experience I was left alone in the office one day and a customer came in and inquired the price of 500 letter heads. I had no price list so I did the best I could and guessed at the price. I said, "one dollar and seventy-five cents." I got the job. When the manager came in I asked him the price of five hundred letter heads, and he said one dollar and fifty cents. I told him I had got this order at a dollar and seventy-five cents and I asked him how he figured. He said 50 cents for stock, 50 cents for composition, 50 cents for press work. That sounded alright, but I asked what I would do in case of a customer that had two or three times as much matter on his letter head as this one. Well, he said we make a little money on the average run of letter heads.

GUESSING AT COSTS

Not being satisfied with this way of figuring I began to make further inquiries. I would select a letter head and ask the manager how long it would take to set it; then I would ask the foreman, and sometimes the printer who set the type. All three would vary in the time required to do the work. I finally gave it up and began to guess like the rest.

I endeavored to secure some system that would tell us how much time was spent on the job. First by using a small envelope on which was placed a description of the work and left spaces for the workmen employed on the work to fill in. I compared jobs. I found the men were not honest with me. There were men who turned in 8 hours when they only worked 7½ hours. I figured what this was costing my firm and presented my figures to our manager. These figures showed we could purchase a time clock and pay for it in less than six months out of the saving. This clock proved inadequate but laid the foundation for a cost system and a more complete time system which was installed a few months later. This last system provided a time clock in each department such as composing room, press room and bindery.

I now started a system of keeping the time on each individual job by having the workmen stamp on the job ticket the time he began and quit work on each job. This gave me the correct time but I had no way of collecting the time spent in distributing type or other odd minutes spent by the workmen which is known as non-productive time.

GETTING NEARER THE RIGHT IDEA

Back in 1909 or 1910 I discovered as near as our books would show that our job department was losing money. We were taking about $2,000 out of our newspaper and putting it into our job plant to keep it going. I knew where part of it was going and I gave my figures to the manager and told him where we could save about half the amount. I then asked that an adequate cost system be installed. I wrote a firm and they asked us something like $250.00 for installing a cost system. The management said we could not afford it. It was too much money.

One day I asked what we would do in case of a fire. I pointed out that we would be helpless in the hands of the insurance companies for we had no inventory. I began to investigate and finally secured the services of a company to make an appraisal. This put us in better position and was a step nearer a cost system. This inventory has more than repaid us for what we spent for it.

I attended a cost congress in 1911, where I discovered that the system we were using was not a cost system but a time system. I went to another congress in 1912, and gathered all the information I could. In 1913 I was at a third congress where I got enough backbone to decide on installing a cost system myself.

On going home I proceeded to work out the plans and by December of 1913 had started. It was not an easy task for me, for after a few months operation I found that our bookkeeping system had to be changed. I began to write to different ones who had cost systems for samples of their books and in this way the bookkeeper and I planned a set of books that would dovetail into the cost system.

It is proper to state that since 1912 we have been using the average hour cost of composition, press work and bindery work as reported by the Ohio State Federation as being our average costs. However, they were not our costs and I wish to impress upon your minds that some of our costs are much higher than the average. Our hand composition hour costs varied from $1.30 to $2.08. 32 x 44 cylinder press from $1.18 to $4.11 an hour. 13 x 19 jobber 60 to 98 cents, 9 x 12 jobber 47 cents to $1.18. Bindery A 80 cents to $1.22. Bindery B 50 cents to $1.53. Bindery C 24 cents to 37 cents. You can see from these figures that our average costs are above the average of those reported by the Federation.

A COST SYSTEM AND ITS BENEFITS

Since June of 1914 we had our cost system and bookkeeping system working together and I was able to report to our company that we had made a profit in the job department during the past six months. It was the first profit we had made since we discovered our loss back in 1909.

What has the cost system done for us?

First—It showed us that our men were only turning in about 25 per cent. productive time. In 1909 to 1914 we employed three men and a boy to do the work that since the early part of 1914 to the present time one man and a boy have been doing.

Second—We have refused to take some four or five thousand dollars' worth of work in which there was not a cent profit.

Third—It warns us that in the future we must get a better price for the job we have underestimated. It guards us against doing the same job twice without a profit.

Fourth—It has changed an annual loss to a profit.

Fifth—It tells us whether we can afford to buy new equipment, whether the department will stand the increased burden and allow us a reasonable profit.

Sixth—It tells us whether we are carrying too much type. We junked over $1,300 worth of old type last January.

Seventh—It tells us the kind of work we can handle and make a profit.

Eighth—It gives us backbone to ask a reasonable price and get the work. It eliminates time in furnishing

estimates. We sometimes even refuse to estimate on work.

Ninth—It has raised our standing with our banks, supply men and every one with whom we do business. Our credit is higher.

Tenth—It has enabled us to reduce our hour costs and it tells us what those hour costs are monthly. It enables us to keep on the right side of the ledger.

THE WORTH OF BACKBONE

Now, fellow printers, what you need most is backbone. It takes backbone, lots of it, I know. It will pay any printer here to-day to spend a couple of weeks each year visiting the printers of other towns. It has been a wonderful help to me. You must acknowledge that a cost system is a good thing. I have never heard of a printer who has actually installed a cost system who has discontinued its use. If you get backbone and enough of it you too will install a cost system.

Run your shop as though you were the only printer in your town. Don't lose heart because you learn your competitor has a price lower than yours. Get backbone and go over and figure with him, possibly both of you were wrong.

A Standard Hour Cost

By GEO. H. BENEDICT.

WHY NOT a Standard Hour-cost?—A report from the United States Department of Commerce gives the figures from 10,000 printing plants, aggregating sales of $251,000,000 yearly, which shows that the labor expense is 49 3-10 per cent. of the operating expenses (material and depreciation not considered), and proves that the labor cost must be doubled to cover the overhead expenses.

Why Not a Standard Hour-cost?—Labor demands a weekly wage, and is presumed to deliver forty-eight hours of work. The employer is in luck if he sells forty of the forty-eight hours for which he pays. If he sells less, it may be his own fault.

Why Not a Standard Hour-cost?—A man receiving $20 a week must produce $20 to cover his wages and $20 to cover overhead expenses. Forty dollars a week for forty hours is $1 an hour, or one-twentieth of the wage.

Why Not a Standard Hour-cost?—The overhead expenses, depreciation, non-chargeable and non-productive time are not alike in any of two plants, nor in the same plant any two months, and scarcely one printer in ten knows the meaning of these terms.

Why Not a Standard Hour-cost?—Uncle Bill Hartman invented the productive hour—a great idea that has saved millions of dollars. A standard hour-cost will result in more uniform estimates and charges and make more millions for the printers.

Why Not a Standard Hour-cost?—To be equitable, the hour-cost should give the varying cost of workmen at varying wages. Good workmen are paid good wages for being good; indifferent workmen are paid less because of lack of skill. It is not consistent to average the cost of the good and the poor workmen.

Why Not a Standard Hour-cost?—An hour-cost based on the wages paid, in simple figures and easy to compute, can be made to fit the conditions in any plant by varying the percentage added for profit.

WHY NOT STANDARDIZE THE HOUR-COST AT ONE-TWENTIETH OF THE WAGE

For Hand Work.—Divide the weekly wage of the workman by two, move the decimal point one place to the left and you have the average hour-cost for that man.

WHY NOT STANDARDIZE DEPRECIATION AT 10 CENTS AN HOUR FOR EACH $1,000?

For Machine Work.—Add to the operator's hour-cost 10 cents an hour for each $1,000 of the cost of the machine used.

Why Not Base Your Estimates and Charges on the Hour-cost at one-twentieth of the wage, plus material, plus a profit?

A Step Towards a Cost System

IF YOU can't "see" a cost system just yet, then how about a time keeping and charge system? This involves but the use of two blanks—the daily time ticket and the Record of Job Cost—equivalent to the day book and simple ledger of the corner grocer.

The daily time ticket shows what each workman has done and from it the time is posted to the Records of Job Cost (one sheet for each job). Nothing much to that, is there? But you will have stopped numerous leaks through which the money you ought to have had has been vanishing—and you will also have the foundation for a cost finding system whenever you are ready for it. You can multiply the actual time by the average cost and get a fair idea of whether you are about in line.

Ideas for Printers

THE Service Department of the Meyer-Rotier Printing Company, Milwaukee, Wis., is issuing at monthly intervals a booklet which contains a reprint of some forceful article, or an original article, on some phase of advertising, inclining naturally to direct advertising, since the publishers are a firm of printers.

Attached to each booklet sent out is one of the neatest and most appealing letters imaginable—being admirable as to size, printing and text.

The same idea can be very well employed by some Canadian firm: namely, the issue each month of a booklet whose contents are a single and complete article on some phase of printing or advertising, or salesmanship; a booklet which itself, typographically, is a persuasive example of the printer's ability to produce printed matter of the very best grade.

World's Salesmanship Congress

THE first Salesmanship Club in the world—in which anyone interested in salesmanship, whether he be an office employee, salesman, would-be salesman, sales manager, or business executive was eligible to membership—was organized in Detroit less than three months ago. At the present time the Salesmanship Club of Detroit has a membership of over 600.

The enthusiasm which has been evidenced in the organization of the local club, and more than seventy-five similar clubs which have either been organized or are now in the process of organization through the country, has brought those prominent in salesmanship circles to realize the desirability of holding a World's Salesmanship Congress. Plans are now under way and the congress will be held in Detroit, July 2, 3, 4, 5, and 6, of this year. The success of this congress is assured by the calibre of the men who have undertaken to support it.

D. M. Barrett, editor of *Salesmanship*, is general chairman of the executive committee of the congress, and Walter C. Cole is general secretary. Many of the best sales and advertising managers are on the sub-committees.

Newspapers or Window Displays—Which?

Ad. Man Declares That in His Experience Selling Value of Two Mediums is as 4 to 1—Quotes Experiences in Calgary and Chicago—Sales of $1,000 vs. $35—Windows the "Second Line" of Trenches

By J. BURT MALETTE
Publicity Director F. R. MacMillan, Ltd., Saskatoon

The object of re-producing this article by Mr. Malette in PRINTER AND PUBLISHER *is to let publishers see afresh what the MacLean Trade Press is doing to promote the idea of newspaper advertising among retailers. All the MacLean trade newspapers serving the retailer—the Dry Goods Review, the Canadian Grocer, Hardware and Metal, Men's Wear Review, and the Bookseller and Stationer — in almost every issue contain suggested advertisements which the retailer can "lift" bodily, or adapt; or which in other ways implant the idea of local newspaper advertising.*

Occasionally one finds a publisher who is not aware of this service being rendered him by the MacLean Trade Press.

THERE has been a great deal printed on this subject and still more discussion has ensued as to the relative merits of these two powerful forces of modern retail publicity. But the discussion has been one-sided so far as few copy men have taken it up, either from lack of interest or a sense of security. Personally I would place the ratio as 80 per cent. to 20 per cent. in favor of newspapers for reasons set forth in this article. That I am not one-sided is proved by the fact that I have had two years' experience in the fascinating profession of window dressing.

Now for my proofs — results shown by experience.

Some time ago I had the good fortune to be connected with a certain large retail establishment in Calgary, and was given charge of the window trimming in addition to my former duties as manager. Directly after assuming control I determined to make a test case of Window Display when pitted against Newspaper Advertising as a direct result producer.

So I placed on sale, agreeable with the buyer, using three of the local papers, 1,600 yards of fine English and French cretonnes, with values from $1.25 to $3.50 the yard, and ran them in at a price of 95c the yard. Although times were not particularly brilliant from a selling standpoint, we managed to scrape even the remnants off the bolts in a single day's selling, at a net selling expense of $22.50, a trifle over 2 per cent.

Now compare this record with the following.

It was nearing Thanksgiving and we decided to make the second and last test with a staple—linens for the table. Much of our stock was purchased far below market, consequently we were able to bunch about 6 lines in all, selling napkins at $1.95 the dozen; table damask, $1.28 a yard, and white spreads $2.25 each. We placed selling stock in excess of $250 in two of our most popular windows, keeping them there for four days.

What result do you imagine was forthcoming? Gross sales of $35!

Now, consider the cost of selling. Windows, $3 per day per window, or $24. The actual loss of business to other departments through lack of newspaper advertising (which we had agreed to discontinue through the latter test) was reckoned at least $150 per day per section. All this, not to mention depreciation of goods in windows, etc. In short, it cost us over 75 per cent. to do this $35 worth of linen business, not because the window was not appreciated, but because a volume of business from this source, unaided by the greater "Written and Read" force was a sheer impossibility. We simply could not get the message across. A similar parallel is drawn by the experience of Chicago merchants recently when the pressmen of the big lake city papers struck without notice. Not a paper was printed for hours, and State Street looked like Sunday all the following day.

CHICAGO STORES WITHOUT NEWSPAPERS

Did the big stores have their usual inducements? You can just bet they did, and greater than usual. The windows were still there but the truth of the matter is the stores were practically cut off from their buying patronage. The people were in the dark as it were, as to the doings of the merchandise markets, so firmly had they become followers of the daily messages in the papers. The loss of that one trade route alone lost hundreds of thousands of dollars to the great business houses of Chicago, and was undoubtedly a great hardship to thousands of people.

In the examples given above I am not endeavoring to minimize the power of window displays as producers of returns, but rather to demonstrate that Printer's Ink is the *creative element* of modern business. It has been proved conclusively that, after all has been said and done, the buying germ takes life within the newspaper pages and secures the "strangle hold" long before the windows have had a chance to work upon the feelings.

Advertising creates a purchasing instinct; it is argumentative as to the merits of the product it is exploiting, and last, it closes the sale box until the customer can be brought within striking distance of the window.

SECLUSION CONDUCIVE TO BUYING IMPULSE

Another point that strengthens the theory that written salesmanship is the foundation of the buying impulse. A woman especially reads your advertising in the privacy of her own home, a spot where she is with familiar surroundings and has sufficient time to peruse your copy and consider each subject in turn without haste or the trying experience of having some "kind" friend criticize her ideas, condemn others and ridicule still others. One hundred per cent. of her thoughts is focussed on one thing at a time; there is no reflection of herself to take her mind off the object in mind, nor strangers at her elbow to make her self-conscious. Her desire to purchase is bred in leisure and is ten times as permanent as if it "became of age" in front of a plate of glass.

WINDOWS ARE SUPPLEMENTARY ADVERTISING

I want to say right here that they exclaim, more concerningly than words, "come inside." A good trim will elaborate on the argument the advertisement is fostering, like a good lawyer. Windows are likened in my mind to the contract salesman who comes along to close the deal after the high salaried traveler who preceded him has rooted up the prospect and paved a way toward the signing up.

As to the actual creative characteristics in window advertising, it is my experience and, consequently my belief, that this factor is transient, so to speak, catching merely a proportion of the "possibles" who pass the window. For instance, in this city and throughout the province a certain local paper has an aggregate circulation of nearly 18,000 readers, approximately 6,000 copies circulating in this city alone. It is safe to say that our daily announcements are seen and read by at least 65 per cent. of this number. 65 per cent. of the population of this city pass our windows each day? I think not. Probably a three ring circus parade will be required to turn out half that number.

There are no two ways about it—windows are the second line trenches; a strong follow-up on the great offensive —advertising.

HOW TO WORK TWO UNITS IN HARMONY

Have daily consultations with each other, you advertising men and you display and card men! And above all things else close the door against that "mole of the green hills"—professional jealousy. Work hand in hand with one another; it's dead easy.

Just one thing more. Always insist upon getting your ad. out the same night as his window goes in. That's real "follow up." You'll find it always pays to mention the windows in your copy, too.

And last, but not least; don't lose sight of the fact that competition will find itself baffled at every turn when it bucks up against a trench of good hearty window and ad. co-operation.

Halton Press Association

THE fourteenth annual meeting of the Halton Press Association was held in the District Representative's office in Burlington on Feb. 11, when matters pertaining to the newspaper business were discussed.

The question of increasing the subscription price of weeklies from $1.00 to $1.50 per annum was discussed but those present decided not to take action until all the newspaper men in the county could be consulted and another meeting held. As a result of increased cost of production and materials many country weeklies throughout the province have already increased the subscription price to $1.50 per annum, and indications are this rate will become general if the present conditions continue.

The following officers were elected for the ensuing year: President, W. J. Fleury, *Record*, Oakville; First Vice-President, G. G. Mitchell, *News*, Oakville; Second Vice-President, Wm. Panton, *Champion*, Milton; Sec.-Treas., H. P. Moore, *Free Press*, Acton; Assistant Secretary, R. White, *Reformer*, Milton; Executive Committee, E. A. Harris, *Gazette*, Burlington; A. S. Forster, *Star*, Oakville; J. M. Moore, *Herald*, Georgetown, and R. D. Warren, of Toronto, formerly editor of Georgetown *Herald*.

Port Arthur Dailies Merge

THE reasons for the union of *The Daily News* and *The Evening Chronicle* were frankly and fully presented in both papers months ago, and have not grown less urgent since then.

The *Daily News-Chronicle* in this issue has not received its final mould and form. The marriage was celebrated only recently, and a little time will be needed for settling down and putting the house in order. The aim will be to combine the distinctive features of the old papers, and use their united resources in building up the new paper on a strong foundation.



CAPT. H. E. RICE.

President of the newly organized Muskoka and Parry Sound Press Association, and for sixteen years editor of the Huntsville *Forester*.

The *Daily News-Chronicle* will pursue an independent course, and will not be the organ or mouthpiece of any party or private interest. It will pay keen attention to municipal problems, and will deal with them without fear or favor. The fortunes of this journal are bound up with the well-being of Port Arthur and district. It will carry on the tradition of public spirit long established by the press of this city, and hopes to be a not unimportant factor in promoting the prosperity of the Head of the Lakes.

These are the ideals with which *The Daily News-Chronicle* starts out its career. We shall strive to prove to the public that they are not empty promises, and to win its confidence and good-will.—*Daily News-Chronicle.*

Graphic Arts Association

AMONG the Canadian members of the recently formed Graphic Arts Association are W. W. Southam, The Southam Press, Montreal; Charles Edward Peabody, Manager The Service Department, The Federated Press, Montreal; and R. T. McLean, of R. G. McLean, Toronto.

The Graphic Arts Association is a departmental of the Associated Advertising Clubs of the World. The Chairman is H. H. Cooke, 627 W. 43rd St., New York.

The Put-it-Offs

My Friend, have you heard of the town of
Yawn,
On the Banks of the River Slow,
Where Blooms the Wait-awhile flower fair,
Where the Sometime-or-other scents the air,
And the soft Go-easys grow?

It lies in the Valley of What's-the-use,
In the Province of Let-'er-slide;
That tired feeling is native there,
It's the home of the listless I-don't-care,
Where the Put-it-offs abide.

The Put-it-offs smile when asked to work,
And say they will do it to-morrow,
And so they delay, from day unto day,
Till death cycles up and takes them away,
And their families starve beg or borrow.

—*Anonymous.*

Exhibition of Merchandise

GREATER COMPLETENESS IN AN EXHIBIT OF QUALITY AND QUANTITY OF WEARING APPAREL FOR WOMEN HAS NEVER BEEN SO EVIDENT. EVERYONE IS EXTENDED A CORDIAL INVITATION TO VIEW THE NUMEROUS DISPLAYS ON EVERY FLOOR OF OUR BUILDING. THIS IS AN OPPORTUNITY FOR THOSE WHO COME FOR ADVANCE IDEAS OF THE ACCREDITED FASHIONS.

BRADFORD, SCOTT & COMPANY

EDMONTON, ALTA.

[INVITATION CARD]



Piano Recital

By RALPH EMERSON

ASSISTED BY HIS PUPILS

CONSERVATORY OF MUSIC

MARCH THE 25TH, 1916

Admission 25c.

[ANNOUNCEMENT CARD]

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

MORE and more is it becoming perceived by employing printers and their customers that printed matter, to be effective, must have in it the "pnch" of good typography, good stock, and all-round pleasing treatment.

The world moves. Good printing is becoming so general and its distribution so extensive that even those who dwell in the wilderness are being educated in the matter of printing. This cir-



An excellent treatment of a booklet cover by J. P. McAra, Calgary. (See comment.)

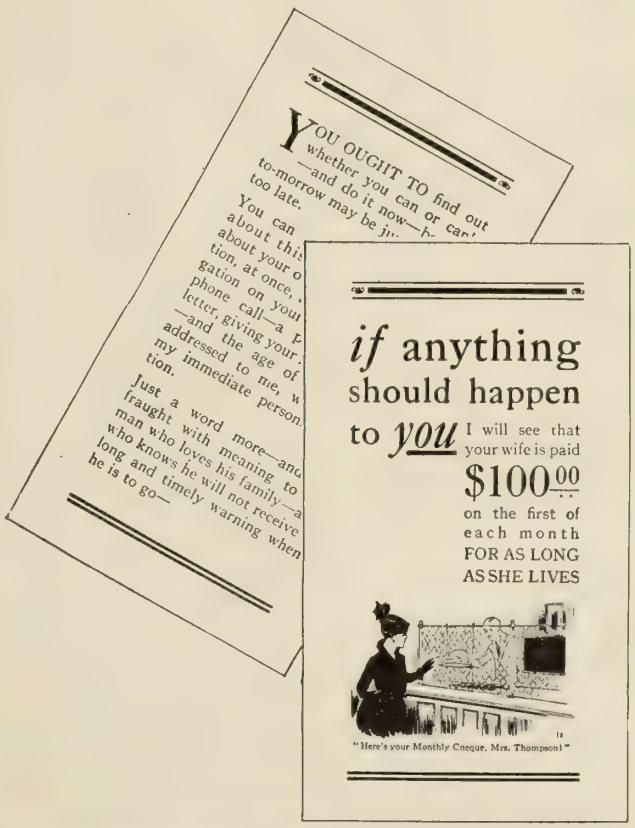
circumstance imposes on all printers everywhere the obligation of emulating the best example.

That the printing offices in Canada are doing better work each year and that more work of a good sort is being produced are commonplaces of fate. Following are some examples and notes thereon of meritorious printing sent in to PRINTER AND PUBLISHER by Canadian typographers:

The *News-Record*, Lumsden, Sask.—From the job department of this office has come a menu for a "Public Banquet" to the 68th Battalion. It is printed in dark and light blue on white stock and tied with a blue silk ribbon. While the general style is very dainty and artistic, there is too much of a stiffness to the front page in Old English, by reason of the squared-up design. On the two inside pages the margins inside the borders are too small in proportion to the white space appearing through the centre of the type, and by omitting the rules under the headings and the colons at the end, and placing a small ornament under each word, a more free and pleasing shape would have been obtained.

A very striking calendar has been sent out by the Hanna *Herald*, Hanna, Alta. It is a very conventional head of a girl, printed in yellow and black, the white card showing as a hat and collar; a yellow ribbon is tied at the top and a brown calendar pad stapled on the bottom. An accompanying letter states that this job is a production of an art department recently installed. The letterhead of this paper is also very bold and the press decoration well adapted to the business.

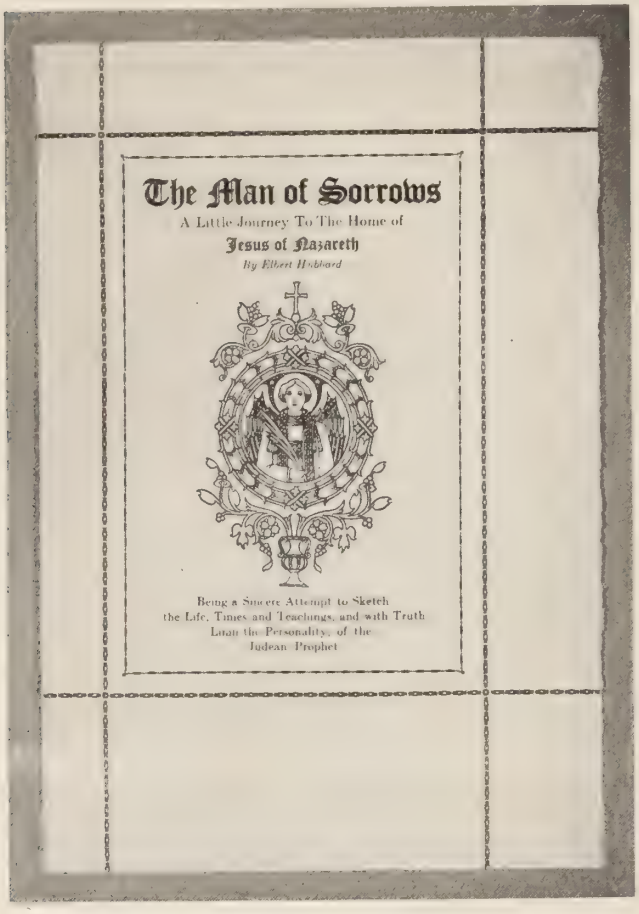
J. D. McAra, Calgary.—This printer has produced a piece of advertising in the form of an eight-page booklet, the cover having the appearance of a volume book cover,



Two attractive pages of an insurance folder by J. W. Short, with Federated Press, Montreal. Original was in two colors.

obtained by showing the back-shape in embossing, and printing in red, green, gold on a buff tint on a light brown cloud-effect stock. The inside pages are two and three colors, the first three pages being introductory reading and the balance reproduced letters of pleased customers, printed inside of a wide, flat green-tint border. The whole booklet from cover to last page is artistic and well printed and it should be the means of bringing this printer more new and pleased customers.

Joe Short, Montreal.—This printer has sent in a varied selection of high-class designs produced by him in the Federated Press. Good type work, striking color combinations and high-grade stock is predominant in every job. In several cases he has shown how proofs are sent out, tipped on pieces of artistic cover stock, with a suggested second color painted in on what was supposed to be a one-

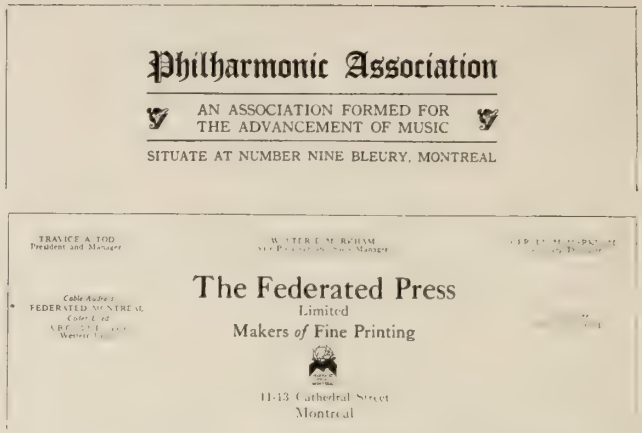


One of Axel Edw. Sablin's designs. Original was printed in black and orange, on antique, deckle-edge stock, and presented a rich, dainty appearance. This printer uses decorative material quite freely, but always with good judgment.

color job, which he states in many cases has been approved of by the customer. On a half-post sheet are shown six letter headings produced by Mr. Short as examples of work in aid to making sales. Several of his jobs are reproduced.

Axel Edw. Sablin, East Aurora, N.Y.—Again we are pleased to view your package of typographical specimens, which are indeed varied in style and rich in paper stocks. A few issues back we reproduced a letterhead of yours for a "Navajo" firm, which we considered very artistic and appropriate, and now again we wish to congratulate you on the clever handling of a four-page circular for the same firm, printed in black and orange on Roycroft deckle-edge antique stock, in that striking Indian-decorative style. We have admired it, not once, but many times since receipt of your package. One of your designs is reproduced herewith.

Massey-Harris Ptg. Dept.—Your two catalogs appear to lack that initial supervision or planning. Noticeable defects are rule joints, crowded margins inside borders, and numerous unnecessary rule dashes, which in numerous cases are crowded to the illustrations. These are time-consuming in composition as well as being a mar to a page.

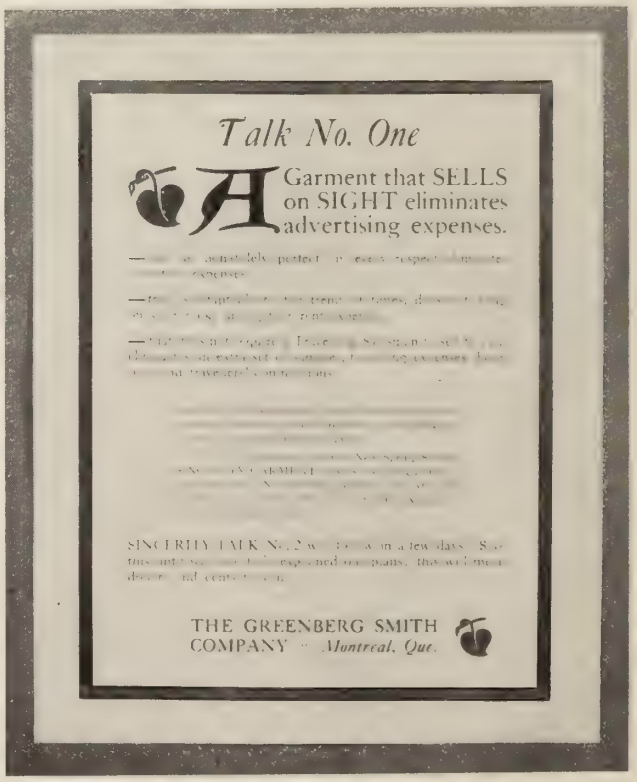


Two letterheads which show remarkable skill; designed by J. W. Short. Note the excellent balances and legibility of the "Federated Press" heading, and the appropriate decoration on the upper design.

The Original Caslons

CASLON Oldstyle Romans and Italics were originated by William Caslon in England between the years 1717 and 1734; but when the Modern Romans and Italics were introduced shortly before 1800, they became so popular that the Oldstyle Romans disappeared from all type specimen books. The descendants of William Caslon reinstated Caslon Oldstyle Romans and Italics in their specimen book of 1855. In 1859 MacKellar, Smiths & Jordan Type Foundry imported matrices of the Caslon Series and introduced them to American printers.

THE Port Arthur *Evening Chronicle*, Liberal, and The *Daily News*, Conservative, appeared as one paper on Feb. 19, under the name of *The Daily News Chronicle*, it will be independent in politics.



Another of J. W. Short's attractive designs, which was in black and orange, showing careful thought in margin and decoration.

Perth and Huron Publishers Adopt $1.50 Rate

Well Attended Meeting at Stratford Sets July 1st as Date to Commence—Educational Campaign in Meantime — Officers Elected — W. M. O'Beirne President

A HISTORY-MAKING meeting of the Perth and Huron District Press Association was held at the City Hall, Stratford, on Friday, February 25, when a resolution was passed adopting the $1.50 subscription rate as the standard throughout the two counties. July 1, 1916, was fixed as the date at which the new rate shall go into effect and in the meantime a carefully prepared campaign of education is to be carried on through the press. A series of notices is to be prepared and published from week to week in the papers of the two counties.

Although not all the papers interested were represented at the meeting, the situation was carefully gone over and it is believed that all will fall in line. There are 28 papers in the two counties. The Seaforth *Expositor* had already "broken the ice" by announcing the $1.50 rate to go into effect April 1.



H. B. ELLIOTT,
President of the Perth and Huron Association, the first annual meeting of which was held in Stratford last month. Mr. Elliott is publisher and editor of the Wingham *Times*.

EXPERIENCE OF BRUCE COUNTY PROMPTED ACTION

Doubtless the highly satisfactory experience of the publishers of the neighboring county of Bruce, where the $1.50 rate went into effect February 1, influenced the Perth and Huron publishers in their decision. Like the man from Missouri, the men assembled at Stratford wanted to be shown and E. Roy Sayles, publisher of the Port Elgin (Bruce County) *Times*, and Chairman of the Weekly Section of Canadian Press Association, was there to do the showing. Mr. Sayles reported that all but two of the 16 Bruce County weeklies had put the $1.50 rate into effect February 1 and the reception which the increase had received from the public generally had been most gratifying. One of the two papers that did not adopt the new rate February 1 had set a later date and the other is on the line between Bruce and Grey counties and will probably fall in ine with the decision of the Grey publishers, which it is expected will be reached at an early date.

NET LOSS OF ONLY THREE SUBSCRIBERS

So far as losing subscribers was concerned, Mr. Sayles referred to his own experience and said that since January 1 ten subscribers had discontinued their subscriptions to the *Times* on account of the increase in rate, but against this must be placed a total of seven new names added to the list, so that the net loss was only three. The speaker was convinced that those who would be lost as a result of the increase would in practically every case be the ones who were constantly hanging in the balance and who were likely to stop the paper any time anyway, whether the price was increased or not.

PUBLISHER, ADVERTISER AND AGENT ALL WANT INCREASE

A convincing argument put forward by Mr. Sayles, and one which had proven to be correct, was that not only did the publisher himself desire and need the increased rate, but the movement had the support of advertisers and agents as well. A local advertiser, for example, would very readily agree that if any increase in revenue were needed in order to keep the local paper up to standard and improve it, such increase should be met by the subscriber instead of by the advertiser, Thus, whenever the question came up in the ordinary "store conversation" the local merchant would put in a good word for the $1.50 rate. As for the advertising agent, he would be pleased at any prospect for improvement in the mechanical appearance of the average country weekly and a little increased revenue from the subscriber would make this possible. A small expenditure for new type, overhauling the press that had done service for a long time, and a little more care in make-up, etc., would help wonderfully in this direction, and any or all could be done if a little extra money were forthcoming.

REMARKABLE DECREASE IN DOLLAR'S PURCHASING POWER

The justification for the $1.50 rate was not hard to find. "Look over the old files of your own paper," said Mr. Sayles, "and you'll be surprised at the amount of evidence you will find in favor of the $1.50 rate. He had turned up some of the early issues of the Port Elgin *Times*, which started out as a four-page paper, with very little news, and the subscription price then was the same as it remained up until February 1 of the present year, one dollar. The advertisements in those first issues indicated the increases in other lines. Then a whole dressed pig could be bought for $3, a barrel of potatoes for $2, a barrel of oats for the same price, and similar prices for other goods.

COUNTRY PUBLISHERS NOT A WEALTHY CLASS

"Are any of you men rich?" "Have any of you been able to lay by enough money to enable you to retire from business when you reach an age where you ought to retire?" These were some of the questions which Mr. Sayles fired at his audience. At the same time he pointed out that merchants and farmers were generally able to retire with a sufficient bank account to make them comfortably independent. And was not the work of the publisher of sufficient importance

and benefit to the community to entitle him to at least an equal reward? Yet it was well known that he did not receive it. The necessities and the comforts of life were available only to those who had the money to buy them.

CO-OPERATION OF THE RIGHT KIND NECESSARY

Another visiting speaker was A. R. Alloway, Assistant Manager of Canadian Press Association, who enumerated some of the essentials of successful co-operation, particularly as applied to district press organizations and the $1.50 rate. A common interest, a worthy cause, a definite programme, steady progress and faith in all these and in oneself and one's fellows were, in the opinion of the speaker, the chief things necessary in order that the greatest benefits might be derived from a district association. The old ideas of competition on the one hand and combination on the other dwarfed into insignificance before the higher ideal of co-operation. Faith was the golden thread which must bind together the other essentials of successful co-operation. "Tying up the good in you with the good in the other fellow" was the recipe suggested by the speaker.

A NATIONAL MOVEMENT FOR THE $1.50 SUBSCRIPTION RATE

That the Canadian Press Association was strongly behind the $1.50 movement and that the new rate was destined to become effective nationally, was the message brought to the meeting by Mr. Alloway. A number of bulletins had been issued from the Central Office of the C. P. A. giving reasons for the new rate and reporting action by individual papers and by district associations. Mr. Alloway read extracts from a number of letters from publishers in various parts of Canada who had adopted the new rate and each was enthusiastic over the movement.

COMPETITION OF BIG DAILIES MORE IMAGINED THAN REAL

Both speakers emphasized the point that after all, a country weekly that was serving its constituency as a local newspaper need not be much concerned about the relative subscription prices of country weeklies and metropolitan dailies. The two did not conflict to anything like the extent that some publishers believed they did. Specializing in the publication of a good local paper, devoted to local news and local comment, should be the sole concern of the ordinary country weekly. If it is desired to discuss the war the discussion should be given a local turn. Thus a country weekly could make itself secure in the homes and hearts of its readers and immune from an invidious comparison with daily or weekly papers coming in from outside. It was no longer a choice between taking a daily paper or the local home weekly—most people took both. The efficiency of a country weekly was measured by the thoroughness with which it covered its local field.

$1.50 RATE TO GO INTO EFFECT JULY 1

A thorough discussion of the proposed increase in rate followed the presentation of the proposition by Mr. Sayles and Mr. Alloway. and the local situation was carefully considered. There were apparently some slight obstacles in the way, but it was felt that the proper thing to do was to go ahead with the determination to put the new rate into effect at a specified date and these would disappear. Arrangements were made to interview various publishers who were not present, and Mr. Sayles promised his co-operation, if necessary, in this connection. The discussion culminated in the adoption of the following resolution:

Moved by Malcolm McBeth, Milverton *Sun*, seconded by J. M. Southcott, Exeter *Times*, and carried: That in view of the increased cost of practically everything that goes into the publishing of newspapers and corresponding increases in other lines, and in accordance with the national movement along the same line, this meeting of the Perth and Huron District Press Association decides to increase the subscription price of weekly newspapers to $1.50 a year, such increase to go into effect July 1, 1916.

Arrangements were made for sending out at once a report of the meeting for publication in the papers throughout the counties, this to be followed by a series of articles intended to acquaint the public with the reasons for the new rate, etc., similar to the campaign of education which proved so successful in Bruce County.

INCREASE IN COST OF COLORED INKS AND PAPER

A discussion took place on the increased cost of colored inks and paper, due to the war, and it was decided that full allowance should be made for these increases in the prices charged. It was pointed out that some lines of colored bonds had advanced several cents a pound and that golden rod stock could scarcely be purchased at any price. Further advances were predicted.

OFFICERS ELECTED

As this was the first annual meeting of the Perth and Huron Association, the election of officers took place and resulted in the re-appointment of those who had served so well during the previous year, with the exception of Lorne A. Eedy, who had moved from the district. Mr. Eedy was succeeded on the executive committee by J. Leslie Kerr, Clinton *New Era*. The officers for the ensuing year are:

Honorary President: W. R. Davis, Mitchell *Advocate.*

President: H. B. Elliott, Wingham *Times.*

Secretary: Alex. Abraham, Stratford.

Executive Committee: The officers and J. W. Vanatter, Goderich *Star;* C. V. Blatchford, Listowel *Banner;* J. Leslie Kerr, Clinton *New Era*

W. M. O'BEIRNE PRESENT

A pleasing feature of the meeting was the presence at the morning session of W. M. O'Beirne, Stratford *Beacon,* who has suffered a very severe illness during the past year Mr. O'Beirne has made remarkable progress toward recovery. He addressed the meeting briefly. Mayor Barnsdale welcomed the visiting publishers to Stratford. A luncheon was tendered the visitors by the local members. It was decided to hold the next meeting at Stratford.

LIST OF THOSE PRESENT

H. B. Elliott, Wingham *Times;* W. Schmidt, Stratford; Alex. Abraham, Stratford; A. E. Taylor, Stratford; W. M. O'Beirne, K. W. O'Beirne and W. A. Ewart, *The Beacon,* Stratford; R. C. Kane. F. A. Vivian, Stratford *Herald;* Mayor E. K. Barnsdale, Stratford; M. McBeth, Milverton *Sun;* H. L. Stewart, St. Mary's *Argus;* H. D. Davis, Mitchell *Advocate;* A. G. Smith, Wingham *Advance;* J. M. Southcott, Exeter *Times;* N. A. Willoughby, Seaforth *News;* J. L. Kerr, Clinton *News-Era;* E. Roy Sayles, Port Elgin *Times;* K. McLean, Seaforth *Expositor;* A. R. Alloway, Canadian Press Association, Toronto.

Canadian Government Advertising

WHAT Canadian newspapers received in advertising patronage from the Dominion Government during the last fiscal year is disclosed in the auditor-general's report made public at Ottawa. The largest sums went, of course, to those papers which are of the same political complexion as the Government. The following are some of the principal beneficiaries: Montreal *Gazette,* $5,824; Montreal *La Patrie,* $5,824; Quebec *L'Evenement,* $6,834; Winnipeg *Telegram,* $4,967; Moncton *Times,* $1,405; Halifax *Herald,* $3,857; St. John *Standard,* $3,431; Quebec *Chronicle,* $6,191; Toronto *Mail and Empire,* $6,871; Toronto *News,* $6,268; Toronto *World,* $4,638; Toronto *Telegram,* $2,374; London *Free Press,* $6,374; Ottawa *Journal,* $5,701; Montreal *Star,* $4,260.

Six Point Bill Says Things Pointed and Pointless

Labor is Scarce and Will Get Scarcer—Machines to do Man's Work—Imposition Puzzles Some—Should Police Court News Be Published Gleefully?

IF YOU do not believe there is a scarcity of compositors or pressmen just now, call up their secretaries in Toronto, Hamilton or Montreal. The War is accountable in some measure, but not all. In Toronto the typos have some sixty men at the front, and the pressmen and feeders a proportionate number. The awakening of the demand for printing the past three or four months is the main cause.

In other districts of the Dominion the want columns of the dailies tell the story. Printers, operators, pressmen, etc., are advertised for by the dozen.

Now, what I want to point out is this: Proprietors will have to invest in every labor-saving device they can afford. Somehow things seem to "fit in" in this old world. The last couple of years or so, more labor-saving devices have been invented than since the day Mr. Mergenthaler presented the slug-machine to the printers of the world. And "that reminds me," as the drummer says, that the manufacturers of labor-saving devices will have to use trade papers—particularly PRINTER AND PUBLISHER in Canada, to reach the employing printers who are now up against the help question as never before.

* * *

A friend asked me the other day my idea of the news value of Police Court proceedings. My idea is that police court news does not rate very high. The occasion is rare when police court news is of real public value, and upon these few occasions it should be published in the public interest. But when a poor devil is further jammed in the mud of the gutter, and cheap wit is employed in the news columns at this mortal's expense, then I think it is time the managing editor used the blue pencil. The press should help men to rise.

* * *

An apprentice in a town I visited the other day suggested that PRINTER AND PUBLISHER print diagrams of ordinary four, eight and sixteen page forms. The request is a reasonable one. Imposition is a puzzle to many printers. Why it should be is hard to understand. It is nothing more nor less than simple mathematics.

* * *

Why should an editor who tips the scale beam up to a couple of hundred and less, wears a smile all day and part of the night, turn out a newspaper dressed in black and crepe? I cannot answer the question myself, nor can I understand the editor. Editorial and news stories written in the lighter vein carry more weight and do more good, it seems to me. At any rate, most newspapers so edited and written publish the larger circulation figures. Even politics, the hardest of all "stuff" to put on paper and refrain from a "dig-in," reads better and satisfies most readers if written with a smile.

* * *

Harry C. Stovel's memories of 50 years back are somewhat before my time. Yet many of the old boys he recalls were well known to me in my p.d. days. Particularly so are those of the men of "Brugh's Bridge," the name applied to London, Ont., by typos in the bigger centres of the American continent. Here's a true one. The man mentioned has passed and gone and I may say he was a man in all that the word implies. This editor was a great whistler. He had two tunes that he seemed to favor more than others. When money was coming in over the counter freely about the first of each year, the "Jenny Lind Polka" was worked overtime. In mid-summer, when money was scarce and bills were presented by tradesmen and others, "Auld Lang Syne" floated through the office as each account was paid.

* * *

Squire Frank Hunt, Elgin County Police Magistrate, a veteran newspaperman, at one time associated with E. E. Sheppard in the publication of the St. Thomas *Journal*, could, if he would, interest readers of PRINTER AND PUBLISHER with newspaper stories. Frank's nose for news is well known in Western Ontario. I well remember during a stay of a few weeks in St. Thomas in hand-set days, a fellow came upstairs in the old *Journal* office armed with a snake-whip, looking for the editor, and I also remember the bumps and thumps the whip and the individual made after Frank's strong right arm propelled his fist to the point of the chin. The squire is called the Solomon of Elgin County.

* * *

Here's a pointer or two for the boy and the boss. If I ever come back to the plant again, and endeavor to earn my bread and molasses at the printing business, I'll make life miserable for the boss if he will not let me sell a job or two or an ad. There are hundreds of boys who would make good in the selling or advertising field if given half a chance. Encourage the boys to write or sell—or both. This is the twentieth century—the nineteenth and its ideas are "dead ones."

Creditors, Sheriffs and Auctioneers

BY A. McCOWAN

From your yearly inventory
Always charge off 10 per cent.,
Depreciation is expense,
Like salaries or rent.
Don't go in debt for anything
Which you can do without,
For your creditors will get you
If you—don't—watch—out!

When on work you're estimating,
Keep this simple fact in mind:
You must make a living profit
Or you'll surely fall behind.
Slipshod ways of quoting prices
Will increase your trade, no doubt,
But the sheriff, he will get you
If you—don't—watch—out!

Study up some good cost system,
And find out how you stand,
Stop the leaks that swamp your profits,
Keep your business well in hand,
Guard your character and credit,
Mind your work; don't gad about.
The auctioneer will get you
If you—don't—watch—out!

A Newspaper Sixty-Seven Years Old

THE Montreal *Herald* and *Commercial Gazette* was printed on Saturday, November 4, 1848—67 years ago—recalls interesting pioneer days.

It is a curious paper, rather, it is unlike those of the present time. The world was younger then and there were no electric cars in the city, while the railway trains were bunty little affairs although dignified with the name of "express." The ocean boats were a cross between a windjammer and a steamer. It was in the days too, when there were Indians and buffalo in the West—when the wheat field and the white man were unknown there—and so one advertiser reminds the purchasing population of Montreal, on the front page of that early paper that he has 7,000 prime buffalo skins for sale. What a gold mine if one had them now!

That old Montreal *Herald and Daily Commercial Gazette* is eight columns wide and about thirty inches long —the kind of paper that requires unusual skill in turning the pages. It is a four page sheet with a fancy design between the words "Montreal" and "Herald" in the title.

There was no free delivery of letters in those days; in fact, the whole postal system was in its infancy and consequently anything was liable to happen. So on the first page of the ancient edition there are four columns of names, the owners of which have letters lying uncalled for in the post office. There is a despatch on the same page from Rome. It is dated September 26; the paper was issued on November 4. Speed.

Page two is the editorial page. They called a spade a spade then and so The Montreal *Herald* and an esteemed contemporary that still continues, were at it hammer and tongs. The leading article of the day, after proceeding carefully and methodically to flay its competitor without mercy, informs him in the closing paragraphs that "he may now shut up his criticizing shop and enter himself for the law lectures at McGill College."

The Government was calling for tenders for carrying the mails in the winter time between Montreal and Quebec.

The last page is filled with advertisements. The railway time tables are published. A "cut" illustrates the "Troy, Albany and New York Express." The cars had four wheels each while the engine was a tiny little affair burning wood, an open cab of tiny dimensions being the quarters of the engineer and fireman.

A New Phase in Publicity

LONDON FREE PRESS

THE advertising columns of the newspapers are gaining constantly in their usefulness to the public. This fact is recognized in some interesting and important ways in recent years. An example in Ontario has been the carrying on of the prohibition issue between the respective sides to the problem. The prohibitionists, as represented by the Committee of One Hundred, engaged experts to prepare statements favorable to prohibition. Contracts were made with the newspaper publishers, and large amounts of space were consumed in setting forth the arguments of the experts. The anti-prohibitionists took note of the campaign of their opponents and matched it with one of their own.

Another instance of this movement, which has newspaper advertising as its basis, is the advertising which the coal mine owners are conducting in the United States press. The mine workers are demanding increase in wages, and there are various expenses which the owners claim are upon the upgrade. They realize that public sentiment is dangerous where it does not understand, and they have taken the precaution to educate the people to believe that if the price of coal is high it is not because the mine owners are "bleeding" the consumer. To this end half-page and whole-page advertisements are appearing in the newspapers outlining the whole case from the producer's standpoint—the cost of production, transportation and retailing. These figures show the operators' earnings to be an average of only 20 cents per ton.

A perusal of the various articles of the character referred to will show that the effort is made to take the public into the confidence of the prohibitionists, the brewers, the coal mine operators, and so on. The articles are prepared with a full appreciation of the fact that the public to-day are discerning, but also in the belief that they are open to conviction. Time was when the coal mine owners were unmindful of public opinion, but that time has gone, and to-day the operators are campaigning to place themselves fairly before the people, and to do this they have adopted as the best medium available to them the advertising columns of the newspapers.

Kenneth C. Beaton—"K.C.B."

KENNETH C. Beaton, who first made his initials nationally known while doing "The Column" for the Seattle *Post Intelligencer*, has made good in San Francisco since he went there last year and caught on with the *Examiner*. By his humorous and pathetic appeal to the public printed in a "box" daily, under the head "Ye Town Gossip," he has got San Franciscans going despite their reputation for being hard to please. The following letter to the *Examiner* shows how much interest is taken in him:

Dear K. C. B.—The other day aboard our ship, the Beaver, the officers had an argument pertaining to your place of birth; also as to where you got the initials K. C. B. One said that he had read you were a Canadian and got the initials from Knight Commander of the Bath. Another said that he did not know from what country you hailed but that you got your initials from a certain kind of baking powder. Now I contend that you are German and to prove this assertion, if you will look on page 49 in the book entitled "List of Radio Stations," you will find that K. C. B. is one of the codes assigned to the German Government by the International Radio convention to be used by Germans only. Kindly advise through your column which is right. Capt. W. E. Mason.

In reply, Beaton wrote as follows:

My dear Captain. If the German government. Chose me. For a radio station. They've been too busy. To tell me about it. And so far as I know. They Haven't used me. And You're wrong. But anyway. It's nice. To have people. Argue about you. When you're not in jail. Or going to be hanged. Or running for office. Or a saloon. Or whatever it is. And I'm going to tell you. And a lot of other people. Who've had nothing to do. But write letters. And ask questions. About where I was born. And what my name is. That I was born. In Stayner. In Ontario. In Canada. In the same year. As the Chicago fire. And my grandfather. Never wore pants. Till he was twenty. He was Scotch. He wore kilts. And that's why. I can wear knee lengths. And never get cold. And for eighteen years. I ate porridge. Every morning. For breakfast. And that's why. I can eat anything. Now. And they called me Kenneth. Because they liked it. And Carroll. After a railroad conductor. Who used to pass father. On the trains. To Collingwood. And Beaton. Because they had to. And I'm white. And eat with a knife. And a fork. And never wear a black tie. With evening clothes. I thank you. K. C. B.

Correspondents' Ideas, Plaints and Opinions

One Man Suggests a Central Estimating Bureau—Another is Sore on Cut Price Printers—Another Pities the Poor Publishers—Another Speaks up for the Dailies—Another Advocates a Standard Hour Cost

A Professional Estimate

I HAVE been wondering whether a first-class estimator with a record could make good in Toronto, estimating on jobs for printers throughout Ontario. He could make known his start in this business through the PRINTER AND PUBLISHER and in other ways, and might work up considerable business along these lines. A form could be mailed out asking printers as to what information was needed to properly estimate on a job, and he could give them his price on the work by early mail for a small fee. Where one or more printers would ask for prices on the same job, he could make the prices equal and it would be a case of ability and class of work to land the business.

NEMO.

Editor's Note.—Does any printer desire a service of this sort—enough to pay for it?

What Fools These Printers Be!

I WAS once asked how many printing salesmen of my acquaintance were really satisfied with their position and with the printing business as a life-work. On thinking the question over carefully, I came to the conclusion that out of the many printing salesmen with whom I rub shoulders every day, I believe there would be at least ninety out of every hundred who would willingly change their calling if given the opportunity.

Why is this? Doesn't it look as if there is something wrong somewhere? There is, and in my opinion the entire blame can be laid at the door of the proprietor of the print-shop himself, as he is undoubtedly the one responsible for the false policy of price-cutting.

There is no other fellow on earth who allows himself to be "buffaloed" as easily as the printer. I once knew a buyer of printing who used to juggle one printer against another until they would almost beg to do the job for practically nothing, just to get even with the other fellow. They fell for it every time, and they're still falling.

It is very discouraging to the salesman who spends perhaps three or four days, all told, on a job, and to then be informed after all this waste of time and energy that the order has been placed with some competitor, whose price was much lower. Ten chances to one the buyer had "buffaloed" the lucky(?) printer into believing that his original price was high and he (the printer) straightway swallowed the whole outfit—line, sinker and bait, with the result that he got the order. After this happens a dozen times or so, we can appreciate the effect on the salesman.

I will conclude by relating an incident which occurred just last week, and which will serve to show the way in which at least one of the large printers in this city figures his jobs. The writer was discussing color work with a customer when the telephone rang. Apparently the party at the other end was inquiring about getting some printing done, but seemed to want a close price. This friend mentioned a concern in the city from whom he said he purchased some of his own printing and at COST PRICE. He further stated that the printer in question made this proposition himself and that he had checked up his prices from time to time and they were always from 25 to 35 per cent. lower than any others in the city.

The dictionary defines the word "suicide"—one who destroys himself—self-murder. This word, however, does not apply in this particular instance—it is not comprehensive enough. The printer in question not only destroys himself, but likewise injures the entire printing trade who may be in competition with him. He is sowing the seeds of temptation to printers who may be easily influenced and who may be foolish enough to follow his example, and meet his price, or possibly go him one better.

R. S. HUNTER.

Toronto, February 7, 1916.

Patriotic Free Publicity

ANY itinerant correspondent or other person whose business or habits make him a frequent caller on newspaper editors cannot fail to be struck with the fact that in addition to the many annoyances of the latter there has recently been given another thorn in the flesh for the alleviation of whose torture or removal he puts up or down many fervent supplications.

This new affliction, or perhaps more correctly speaking old one in a new form, is one of the many creations of the terrible war and its attendant evils.

For the information of newspaper men we need scarcely name it, but lest any one else should read these lines we might say that we allude to some of the pushers and inexperienced promoters of Red Cross and Patriotic Societies. Those people are doing an excellent work and worthy of all praise, but frequently their methods of doing things are anything but pleasant experience for the publisher.

One of the most exasperating features of the new torment is the fact that it is carried out by well intentioned and worthy ladies. One of those doves comes softly into his office and hands him a neat little billet which upon opening he finds to be a notice of some meeting or other thing in connection with some of those excellent objects. After reading it over he endeavors as politely as possible (dependent somewhat upon his very early training) to give a hint of the cost of the publication.

This gentle reminder is usually met with an innocent and surprised exclamation: "Oh, do you charge for this, Mr. Jones? We thought you would do this free for us." The poor knight of the quill then endeavors in a more or less confused way to explain that the space in his newspaper is the only thing he has to sell and that if he does not realize from it his family who are his first care will soon come to want.

All his reasoning, however, comes to naught. His fair assailant cannot or will not understand how space in a newspaper should be charged for, and goes away with a feeling that the editor has no heart at all; or if he has it is not touched with a feeling for the suffering of humanity as is the heart of herself and those who are acting so generously with her.

The writer happened to be in a newspaper office a few days ago when just such a scene as the once described above occurred. A little later he was in another where an editor had apparently just concluded an interview which seemed to be anything but pleasing to him, and we heard

some words which it is not lawful for man to utter in polite society, and the name Red Cross was mixed with his somewhat unintelligible remarks.

Another publisher was speaking of their trials along this line, but instead of bitterly complaining or using questionable language (for in this case it was a lady), she said on one occasion where considerable money was raised and there was quite an amount of printing and notices, she gave them to understand it would be done free, but made out the bill and presented it to the committee receipted. This method had a good effect and the society showed their appreciation by electing the editor for this and other good works a life member.

D. WILLIAMS.

Windsor, N.S., Jan., 1916.

The 65 per cent. Field

THE January issue of *Economic Advertising* has a very interesting article from your pen. It seems to give a lot of valuable information. You have assembled a lot of facts, but it is to be regretted that, after you have taken so much time to gather this information, the deduction you have made is not more conclusive. I must take issue with you on several of your statements.

The basis of all advertising values is circulation. The value of the medium fluctuates with the quantity and quality of its circulation and the methods employed to secure it. One of the corner stones of any medium's influence with its readers is the value of the service rendered to those readers by the medium. The greater the service the more valuable is the medium to the advertiser as well as to the reader. You seem to have entirely overlooked these fundamentals in your deductions.

You might be interested in learning that in the Report of the Agricultural Survey of the Commission of Conservation for 1915, F. C. Nunnick finds that 77% of the representative farmers of Ontario read daily papers. This is rather astounding information. It is based on the actual facts discovered by a survey of 100 representative farms in each of the following counties: Dundas, Waterloo, Northumberland and Carleton, so that the average number and class of farms visited may be regarded as typical of Ontario as a whole.

These facts are authentic proof that while dailies have long held the lead in metropolitan centres they are rapidly becoming predominant in the rural communities by the extension and efficiency of the rural postal delivery.

I agree with you that the rural communities are Canada's best markets. The credit for this betterment in the conditions of the rural communities may be credited in a measure to the increasing circulation of the daily paper among the farmers. The daily brings the farmer into close contact with the world's markets. They are broadening his viewpoint and changing his whole mode of living. They are creating in him the desire for the better things of this life, thus developing for their advertisers a rich market for their wares.

You say: "It is dollars to doughnuts that these 35,945 rural stores distribute more goods measured in money than do the 16,845 city stores." Evidently you are not very familiar with the average country store, for if you were you would hasten to revise your arguments. There are exceptions, of course, in both cases. But you must consider the cost of transporting the goods, of selling on credit, of keeping twice as many accounts, and making collections.

Now then let us look at this question from an advertiser's standpoint. He wants to get the most for his money. He wants to cover Ontario. He looks for mediums. He finds in Ontario 35% of Canada's total population of which 42%—1,211,801 is urban and 58%—1,648,199 is rural.

The average circulation for a weekly we will generously put at 3,000. This means that in order to reach the rural population of Ontario he would have to use more than 500 weeklies. Let us assume that this were possible —which it isn't, as 77% read the dailies—look at the enormous amount of detail he would have to shoulder to look after copy, position and accounts of those 500 mediums, to say nothing of the tremendous rates he would have to pay for the total circulation. For instance, take the circulation of a city daily say of 85,000, of which 22,000 is urban and 63,000 is rural. The rate is 8c per line for the total circulation. Suppose we attempted to get corresponding circulation through weeklies we find that it would be necessary to use 22 mediums, and supposing we paid each 1c per line, it would cost us 22c, as against 8c—with the 22,000 city circulation gratis.

The city daily carries with it a certain prestige that does not accrue to the weekly, which is a very important factor to consider when planning any campaign. As the daily makes six times as many calls per week as the weekly, it is just six times as effective and six times higher in the estimation of the rural resident, and in my humble opinion wields a much greater influence in the rural home than does the rural weekly, despite the fact that there is the common bond of mutual rural interests.

While I agree with you that there is plenty of room for development work in merchandising work in the "65%" field, and while I am just as anxious as you are to see this work started, I feel that the daily is the biggest factor in developing this market and with the extension of the rural postal delivery the position of the metropolitan dailies is being rapidly and greatly strengthened.

But let us work together to open up this great market, there is room for both classes of mediums. The trend of the times seems to be allocating the national merchandising to the metropolitan dailies, and the local merchandising to the community medium.

AD-VISOR.

February 8th, 1916.

* * *

*The article in question was entitled—"Canada's Best Market—the 65% Field," and pointed out that 65% of Canada's population resided in rural communities. The contention of the article was that intensive or regional advertising was better for many advertisers than a national campaign, and the point was made that if and when intensive or territorial advertising is done, each class of medium—the metropolitan daily, the small city daily and the country weekly—would probably be used more largely than is now the case—The Editor.

Standard Hour-Cost

I WONDER if it would be possible to establish a standard hour-cost in either a city or town, a county, or a province. It seems to me to be of little value to a printer to know that his hour-cost is 70c an hour, if a competitor is able to keep his cost down to 60c and makes all his estimates on that basis, provided that the competitor gives equally good service.

JOHN LAW,
The Observer Printing House,
Tillsonburg.

The Cultivation of Good Will Among Employees

What it Costs to Employ a Man — The Economic Value of Employees' Good Will — Five Essentials of Good Will

By P. E. ILLMAN
Of the National Cash Register Co., Dayton, Ohio

I WAS discussing with the employment agent of a manufacturing plant employing about three thousand men; he had just gotten figures from twenty plants employing a total of forty-four thousand men, and he found that these plants estimated the cost of employing a man, for a particular job, the average cost being, for the whole plant, fifty dollars.

He said, in his plant manufacturing machinery, that it cost him or rather the company about eighty dollars. I was talking with the superintendent of our company, the N. C. R. about this and he said, roughly it cost us at least fifty dollars to employ a man. Now then, suppose a firm employs fifty men and it has a turn-over in a year of fifty per cent., think of the cost, or the losses, which must be charged against the business. Now some offices have a hundred per cent. turn-over.

Another representative told me a plant had six hundred per cent. turn-over and it cost at least thirty-five dollars to employ a man in a certain department. I have not a working knowledge of the printing trade in business but I know that there, skill is required and the losses to you must be considerable, due to the employing of a number of men; due to the losses of good men or due to a high turn-over; and I would suggest that you consider in your cost systems, if you do not the cost of employment, into the reduction of that high turn-over which is essential in business establishments to-day.

THE CULTIVATION OF GOOD WILL

I suppose there is a selfish thought in the cultivating of good will. Why, for the sake of the whole heart of the majority of the men, without any return to the manufacturer or employer, for the sake of increased efficiency, for the sake of reduction of cost.

What shall we do to have in a plant that mutual good will? I am not going to burden you with a great many suggestions. I will give you five at least.

The first essential, I consider, is adequate pay. We may, to pay additional, have bonus systems, and what not? But adequate pay is the first essential for cultivating good will. And any factory that will give play grounds, kindergartens, lunches, and neglects to pay well and satisfactory is going to meet with disappointment.

Second, the shop should be sanitary and safe. Now, that is obligatory on the part of the employer, to work his men under safe and sanitary conditions. We should be ahead of the law, the law is enforcing this on us.

Third, there should be some form of additional work going on. At the N. C. R. we have been carrying on in connection with the Dayton High Schools what is known as the co-operative high school work.

We bring boys in at the age of sixteen who have had two years of high school work and pay them $9.00 per week and let them study the next week in the schools. In this way a boy at the end of two years is able to have completed the high school course and is getting knowledge in a shop at the same time. If at the end of the two years in the shop he wishes to continue his education we permit him to go to the university two weeks in Cincinnati and work two weeks and at the end of four or five years he is able to have a college education.

EDUCATION AND RECREATION

I state this one incident of plant education. We have been able to co-operate with the public schools and the public schools should furnish the facilities for education in connection with shops. Shops should be places in which the minds of the men will be broadened and developed.

The next thing is recreation, a time to play. I need not dwell upon that, other than to mention it.

And the fifth, there should be in every shop, the opportunity for the expression of ideas. We have employed with great success, we think, the suggestion system. We have a committee which looks after this matter of suggestions. Any person may start a suggestion; it comes to the committee and there it becomes blind and is written out blind and is referred around the shop to have its merits tested. After being commented upon it must come back with the comments in writing and the committee takes the matter up or refers it back to the person with the comments, and as to whether it has been accepted or rejected, and always the reasons for rejection. We have been able in this way to get from our people an expression of their ideas. A criticism, if it leads to a change, is agreed upon as a suggestion and we have a reward system by which each one is stimulated to put in a suggestion. About fifteen hundred dollars every six months. It also takes the sore spots out of the hearts of men.

I consider these the five essentials, by paying adequately, by working your men under sanitary conditions, time for recreation, co-operation with school work and opportunity for the expression of ideas.

Bequests of John A. Hill

THE will of John A. Hill, the eminent New York trade and technical journal publisher, who died in January, provided for the payment of certain legacies to his employees. His secretary, Rose Steiner, went with him shortly after he started in the publishing business in New York, and she receives a bequest of $30,000. William W. Mayer, treasurer of the company, ranks next in length of employment, and receives $25,000. Every employee of the Hill Publishing Company, serving in no matter what capacity, who has been in continuous employment for twenty-five years is bequeathed $2,500; each employee who has served twenty years receives $2,000; each employee serving fifteen years gets $1,500, while all employees who have worked for the company for ten years are bequeathed $1,000. That the foregoing bequests amount to a large sum and constitute the division of no small part of his fortune among his business associates is evident from the fact that about eighty employees share in his beneficences. The remainder of Mr. Hill's estate is placed in trust for the benefit of his wife, Emma B. Hill, and his daughter, Jean Carlisle Hill.

The new head of the Hill Publishing Company is Arthur J. Baldwin, treasurer of the Rogers Silver Plate Company, and holding many other positions of prominence and importance in the business world. He was Mr. Hill's business adviser and confidant.

Both Mr. Hill and Mr. Baldwin were farm lads in their early days.

THE EDITORS' VIEWPOINT

Municipal Advertising

IF EVERY business firm doing business with outside places were to enclose with its correspondence a leaflet advertising the home town or city, it would be one good way of municipal advertising. Thus would recipients of correspondence have borne in on them facts or news relating to the town or city, and the knowledge or impression thus conveyed would bear some time, some place, a good fruitage.

Practically every city and town desires more industries, and more families to make it their place of residence; but as things are generally, Canadian towns and cities are doing very little to attract new comers. While it is true that Boards of Trade are almost universal, it is equally true that the great majority of them are utterly inactive in the direction of an aggressive propaganda to attract industries or increase population. But these Boards of Trade would likely respond promptly to the idea as outlined above if it were presented to them.

Let a local printer or publisher prepare a 4-page leaflet, of a size to go in a No. 7 envelope, calling attention to some of the municipality's advantages or features. Then let him propose to the local Board of Trade that it purchase a quantity of these for distribution among business houses having correspondence with outside firms; or even among private citizens for them to enclose with private correspondence.

The chances are that if the proposal be put forward in a strong way, the Board of Trade will take up the idea, and thus will the local printer or publisher receive the cash reward of his genius and energy.

Every month, or perhaps every three months, a fresh leaflet should be prepared, for similar distribution.

In not a few municipalities many firms use envelopes on the back of which is printed a map showing the territorial location of the municipality, and the letter press accompanying this map gives a short statement about the town or city as a distributing or industrial centre. Some printer can work up for himself a very good trade in this class of envelope.

The poster stamp is being used by many municipalities in the United States as a form of municipal advertising. Business houses affix these stamps to letters or envelopes. The preparation and printing of a good poster stamp constitutes an opportunity for a printer.

Every municipality should have a good booklet; and while many have booklets, very few of these can submit to a creditable examination judged by the test of good advertising. Here is an opportunity for some good printer in whom good selling sense and knowledge are well developed.

The more a town or city is advertised creditably, the better for its business—the business of all whose home it is.

How to Sell Space

AGAIN and again must this point be driven home: Publishers who want more general advertising must solicit it. If they cannot solicit it in person, then they must canvass by the method of direct correspondence.

Many publishers, particularly those of country weeklies, have acquired the belief that it is vain for them to solicit general advertising; and so they make absolutely no effort to procure more general advertising.

If the agencies send them an order, good and well; but so far as making any positive effort to sell their space to advertisers and agencies they do nothing.

Advertisers and agencies want facts, and want these given succinctly and in relation to advertising possibilities. For example, suppose a publisher wants the advertising of a bond or investment house, then if he can state positively and accurately that in the local banks, farmers and others have on deposit an aggregate of $1,625,000, then this fact has significance and pertinency. Facts of this specific nature cannot fail to make the desired impression, and will assuredly go far towards getting the publisher more or less of the sort of advertising thus definitely solicited.

Advertisers have to make their plans far too often with scanty information in their possession: they are taking pot shots in the dark in the case of many mediums. This they would avoid, if possible. It follows, therefore, that when they have definite and pertinent information about a medium or field, there is born a will and purpose to cultivate this field—this by using the local medium.

PRINTER AND PUBLISHER urges its publisher readers to believe in the efficacy of purposeful effort intelligently directed, and to abandon forever if they possess it, the idea that general advertisers and agencies are inattentive to their communications.

Not solicitous or begging letters or communications, so much as informative, factful and applied communications should be sent out.

Put these affirmations to the test.

Cost and Selling Price of Printing

FROM the correspondence which appears in this issue of PRINTER AND PUBLISHER and from a study of some of the special articles, it is very apparent that printing costs and selling prices constitute a matter of very live and widespread concern. Also, the estimating tests as set forth in this and previous issues of PRINTER AND PUBLISHER demonstrate most conclusively that the printers of Canada are suffering and inflicting suffering because they are unable, as a class, to estimate ably, in a manner fair to themselves and their customers.

Generally speaking, even when the estimates of cost are intelligent and accurate, and when profits are added, the printer does not make all the profit that his labor entitles him to. However, this phase of the subject in hand

is apart from the main point, which is that printers are the victims of others' ignorance and maliciousness.

One correspondent makes the interesting suggestion that there ought to be established a standard hour-cost to be determined by local conditions and factors. Another suggests that it might be a good thing if there was a central estimator to whom printers in all localities could submit their specifications and obtain a dependable estimate. Both of these ideas are realized in some measure where exist Printers' Boards of Trade.

That the printers should be organized in some way, or should meet in convention frequently and periodically, for their common good, and for the standardizing of their practices and cost and selling prices, would seem obvious. Certainly there ought to be carried on a persistent campaign of education to teach printers to be better business men—to know their costs, and to sell at a profit.

PRINTER AND PUBLISHER in its columns is continually doing its best to arouse printers to pay a greater attention to production and selling prices; and to help them in other ways. Yet something more is needed.

Who has solutions to offer? Who can and will amplify the suggestions presented by the writers of communications appearing in this issue? PRINTER AND PUBLISHER invites its readers to express their views and to offer, if they can, definite suggestions calculated to remedy existing evils and bad conditions.

Free Publicity for Departmental Bulletins

A SUBSCRIBER of PRINTER AND PUBLISHER asks if the Canadian Press Association is not going too far. He writes as follows:

"Is not the C.P.A. going too far in drawing the line as outlined in attached memo? Many of the bulletins sent out by the various departments are of great value to readers of country daily and weekly papers. I maintain that it is the duty of the country press to raise the standard of the farmer, etc. The prosperity of the farmer means the prosperity of the whole, and incidentally of the publisher.

The policy of the C.P.A., to which our subscriber objects is outlined in the appended paragraphs from a recent Canadian Press bulletin:

"There was recently sent out to publishers from the office of the Live Stock Commission of the Dominion Dept. of Agriculture, a request for free publication of a notice relative to the co-operation which the Live Stock Branch was prepared to give breeders in the securing of suitable breeding stock. The Central Office took the matter up with the Live Stock Commissioner, suggesting that "the commendable offer" be made widely known by means of a display advertising campaign in the press of Canada. The letter argued that "much as the publishers might desire to assist the Live Stock Branch in this worthy movement it is hardly to be expected that they can afford to do it gratuitously." To this letter Mr. John Bright, the Commissioner, replied:

"I am in receipt of your letter of February 8th, and in reply would state that through the co-operation of the Canadian Press, the policy of this Branch with respect to assistance rendered to farmers in the purchasing of breeding stock in car load lots has been widely advertised throughout the country. At the present time, I am not in a position to consider the undertaking of the campaign on a straight commercial basis as suggested by you."

We agree with nearly everything our subscriber says in his letter, except that "the C.P.A. is going too far in drawing the line." The country daily and weeklies for many, many years have done their duty in giving this great aid in raising the standard of the farmer. And the result is that the Canadian farmer is second to none. Of course, we do not claim that the country press alone has raised the standard, but it has done more than its share, and has received no direct remuneration for its work. It is not beside the mark to say that every other agency involved in raising the standard of agriculture, including the farmer and the commissioner, has received direct and indirect remuneration, the smaller-town publisher alone receiving his pay by the indirect route. Why this is so can only be answered in a phase of Hon. John Burns—"the splendid philanthropy" of the publisher.

Our subscriber answers his own objection to the "C. P.A. going too far," when he says: "The prosperity of the farmer means the prosperity of the whole, and incidentally of the publisher." If the whole is benefited, and it is, why should the publisher be selected as the only one who does not get both direct and indirect remuneration for his valuable services to the basic industry of the country?

It would be just as logical to have asked the publisher to print the "Patriotism and Production," or the Fruit Bulletin advertising series of last year free, as it is to ask him to print or publish the admirable and highly beneficial bulletins of the Live Stock Branch of the Department of Agriculture. The prosperity in both cases, extended to the whole—but the publisher was paid for them at card rates. We would suggest that our subscriber try the "indirect remuneration" on his printers when the "ghost walks" on pay night.

Again let PRINTER AND PUBLISHER reiterate "if the whole benefits," why should not the publisher be paid for what is clearly advertising?

N. Y. Evening Post

THE composing room of the New York *Evening Post* has a well-merited reputation for superior advertisement composition—advertisements with a "punch" in them communicated by first-class typography.

The result is that many advertising agencies use the services and skill of the job department of *The Post* for setting up their clients' copy.

Several Canadian newspapers have very superior job departments in connection with their newspaper publishing plant; and these departments are employed by agencies and others for the original composition of advertising copy. One could wish to see more newspapers giving advertisers the very best service possible in the matter of advertising typography. A by-product of this service is likely to be much addition and special work, all of which will carry full profit, and much of which will be obtained without solicitation.

Also, there is this circumstance to remember: the ability to do superior work, is advertised without cost—or rather at the cost of advertisers using space in the newspaper.

Local Co-Operation

CO-OPERATE with your fellow publishers and printers. It will help you both. One of the discouraging and unpleasant things that will happen in your campaign for proper profits is for some neighboring printer to come into your town and solicit orders after he has heard that you have raised prices. You may learn that he has taken away a job at a price that your records will show you is below cost of production. Don't feel sorry for yourself; the other fellow needs your sympathy. He has not acted in the best interests of the industry and is only inviting a call from the sheriff if he persists in thinking that he is so much smarter than others in the same business that he can produce printing at any great difference in cost.

New York Times Press Room

IN THE press room of the New York *Times* there is a complete absence of reels of paper, which are placed in the basement immediately below the machines. They are operated on a system known as the 'Stone reels,' which is an arrangement permitting a change of reels without stopping the presses. Each deck or press on each machine is equipped with the arrangement, which consists of an apparatus with a motor attachment, manipulated by the Kohler system of control. The reels require no spindle, as the ends of the arms on the stand fit into the reel shells. Each stand will hold three reels, and is rotated by the Kohler button for the purpose of changing, and also for obtaining the required tension. A heavy belt is kept running at a speed uniform with the press in close contact with the reel in use on exactly the same principle as the old 'quad' machine, while tension is obtained by lifting the reel higher, and thus obtaining a greater pressure against the belt. When the paper on the spool in use is exhausted, the machine slows down, the reel which is already pasted for joining up is brought round into the position occupied by the nearly empty spool, and without stopping the press the pasted sheet is brought into contact with the other sheet at the same moment that the impression from the belt is obtained. The two sheets run in together to a certain point, when one is broken off, and the press at once picks up speed.

The controller hand is placed near to the folder, whilst the tension hand is down below, and cannot possibly see the sheets running into the press.

Tension is regulated by the controller hand signalling to the brake hand by means of electric lamps, and the brake hand obtains the required tension by his Kohler buttons.

In addition to the saving of space in the pressroom, there is less litter and mess and the machines are far more accessible for cleaning.

This description may incline one to believe this is a complicated system, but seen in operation it is quite simple, and practical.

The average number of reels used on the six presses each night is 96, and the average run of good copies per hour each press (sextuple) is 21,000. The average number of breaks each night on the combined six presses is only 10. This is a justification of the system of promoting assistants to be pressmen.

Another novelty about this pressroom is the delivery of the papers. The 'fly' of each press is in the room above the machine department, for the actual 'fly' straps are conveyed direct to the publishing room. The 'fly' hand in the machine room takes out the waste close to the folder, but all good copies travel direct upstairs, and it is possible to run the 'fly' after the press has stopped to complete delivery. Therefore, these presses are actually on three floors, the reels on the bottom, the press on the second, and the delivery on the third.

Who's Who in Advertising

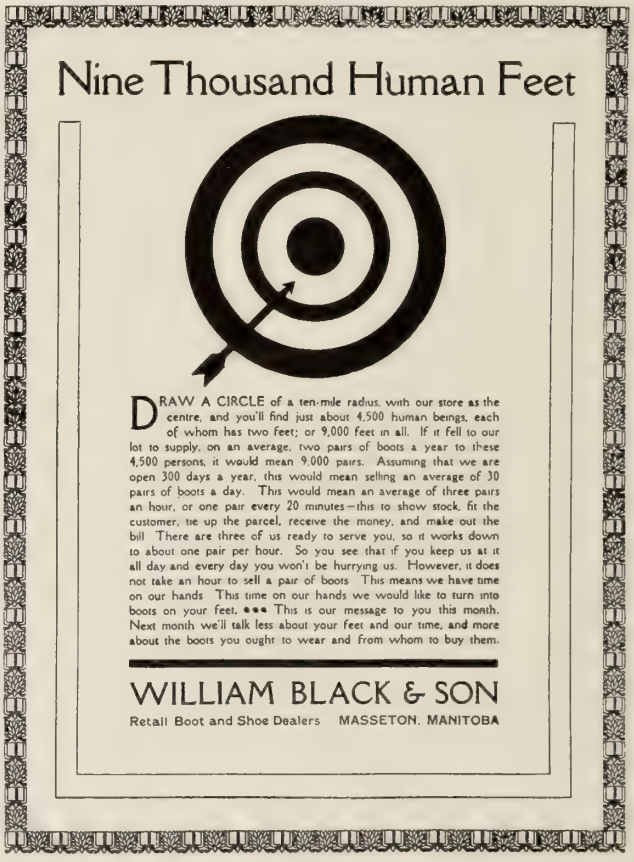
WHO'S Who in Advertising, 1916 edition, published by the Business Service Corporation of Detroit, is the first attempt made to present in convenient form biographical statistics of the leading advertising men in the United States. The volume contains 274 sketches which ought to prove of distinct value to newspapers and those engaged in the advertising business.

Policy of the Winnipeg Telegram

UNDER its new ownership and management the Winnipeg *Telegram* says editorially, in an article signed by Edward Beck, managing editor:

"While the *Telegram* will continue to be a Conservative newspaper, it will not be a party organ. It will remain steadfast and true to Conservative principles. It will not be under obligation to advance the interests of any politician or politicians merely because they chance to be Conservatives.

"With the *Telegram*, the public will know where to find it. It will be an avowed Conservative newspaper. So long as Conservative principles are faithfully adhered to by the Conservative party, that party will have its support. But if Conservative politicians should prove untrue to these principles, they need expect no support or sympathy from this quarter. The new proprietors are business men seriously taking up a business proposition. They realize that business success can be based only upon sound conviction, honesty, efficient service, straightforwardness and frankness with the public. On this basis, the *Telegram* starts out upon its new career with complete and unshakable confidence in its destiny."



Advertising circular submitted in a Composition Test by G. Palmer, of the staff of the Winnipeg *Telegram* Job Printers', Ltd. Treatment very praisworthy, showing educated typographical ability and artistry and evincing selling sense of a high order. The original was printed on an India-tint cream stock. Target and inner rules in burnt orange; remainder in dark green, which treatment gave the whole circular a very compelling effect. The handling of this job was from text matter supplied by *Printer and Publisher*, and it was left to the compositor to treat this text according to his own judgment. *Printer and Publisher* compliments Mr. Palmer on his product.

Another meritorious handling of the same text was submitted by Thomas Wade, Sherbrooke, Quebec.

NEWS ITEMS--MAINLY PERSONAL

GENERAL

The *Germania*, a weekly paper published in Milwaukee (Wis.), has been excluded from the mails of Canada, under the War Measures Act.

Henry Ford is preparing to launch a country-wide campaign of newspaper and magazine advertising against the program for huge naval and military expenditures now before Congress, it was announced to-night. He intends, it was said, to devote millions to a campaign against war and preparedness.

The next International Press Congress, opens March 28, 1918, in Sydney, New South Wales. Capt. J. W. Niesigh, chief intelligence officer of the Government of New South Wales, is visiting various cities on this Continent, in an endeavor to interest newspaper men in this congress. "We don't want the big men only," says Capt. Niesigh, "The purpose of the congress is to bring all branches of newspaper and magazine and trade paper workers together. The congress will be the biggest thing of its kind ever held in the world." Capt. Niesigh is one of the organizers of the Australian Journalism Association, which has secured for Australia newspaper reporters and editorial employees a uniform schedule of forty-eight hours a week with a minimum pay scale.

BRITISH COLUMBIA

J. H. Kay, of Cranbrook, has taken over the Cranbrook *Herald*.

The Natal *Reporter* has suspended publication owing to the death of the proprietor, George Meikle.

The Vancouver *News-Advertiser* has completed arrangements with the Associated Press for direct leased wire from Seattle, Wash.

Edward Sheppard, fromerly on the editorial staff of the New York *Sun* and later an editor in Vancouver, has joined a Vancouver regiment for service overseas, having been commissioned a lieutenant.

J. B. Daniell, formerly publisher of the Cariboo *Observer*, and later connected with the South Fort George *Herald*, and the Prince George *Post*, has left England to complete his aviation training.

W. E. McTaggart, formerly commercial editor of the Vancouver *Daily Province*, and more recently Fruit Markets Commissioner for the British Columbia government, has been appointed head of the newly organized publications branch of the Department of Agriculture, with offices in the Parliament Buildings, Victoria.

Among the distinguished Canadians, including Lord Shaughnessy and Sir Frederick Williams-Taylor, who participated in the first telephone conversation between Montreal and Vancouver last week via Denver and Portland, was F. J. Burd, managing editor of the Vancouver *Province*, who spoke on behalf of the Coast Press.

Archie Wills, for the last five years marine editor of The Victoria *Times*, has enlisted. Mr. Wills is known in all ports of the Pacific Coast, most of which he has covered in fishing smacks in search of local color. He is also known in railroad circles through British Columbia and in Eastern Canada, which he has visited regularly. Perhaps his most noteworthy accomplishment was the series of short sketches of sea life, entitled "Around the Ship Chandler's Stove," which he published under his signature on the marine page of The Victoria *Times* throughout the last two winters. These sketches proved very popular and were widely read and copied.

ALBERTA

The Red Deer *Advocate* has a Dollar Day Sale planned for March 4th.

Twenty-four boys started out in business for themselves, when the Lethbridge *Herald* carrier boys took over their routes on their own account and collect 10c weekly from subscribers.

C. M. McLennan, formerly agricultural editor of the Lethbridge *Herald* and late associate editor of the *Nor'-west Farmer*, Winnipeg, has become associate editor of the *American Sheep Breeder*, Chicago.

Mr. McLennan is a graduate of Guelph Agricultural College and has spent a number of years in the West, both on the ranges and in the newspaper offices.

The *Northern News* of Athabasca has postponed publication until further notice. In the issue of to-day the management makes the following announcement: Owing to the decline in local advertising and the gradual shrinkage of general business due to the prevalent depression, the management of the Northern News Company, Limited, have decided to postpone the publication of another issue till further notice."

Lately the Camrose *Canadian*, the Daysland *Press*, the Vegreville *Observer*, the Mirror *Advance* and many other Western weeklies have increased their subscription rate from $1.00 to $1.50. The Stettler *Independent*, the Red Deer papers and weeklies all over the south advanced two years ago.

Three former employees of the Cardston *Globe* have joined the colors: Frank Sims, who is now at the front, and Cecil Gooding and D. C. Peterson, who have joined the 113th Kilties. The last named still retains his interest in the Globe Co., and will resume his place on the staff upon conclusion of his present occupation.

The Edmonton *Bulletin*, owned by the Hon. Frank Oliver, M.P., Ex-Minister of the Interior, was in grave danger from a mob attack by soldiers during the disturbances, there and in Calgary last month. Soldiers quartered in Calgary had run riot, wrecking two cafes, the proprietors of which were supposed to have employed alien enemy help at the expense of returned soldiers. This spirit of animosity spread to Edmonton, where the troops got worked up over the alleged employment of aliens at the big Grand Trunk Hotel, the Macdonald, and threatened to serve that place as the Calgary cafes had been served. The *Bulletin*, in referring to the matter, used expressions which were misconstrued by the soldiers, and a demonstration was made in front of the newspaper office. The manager of the *Bulletin*, at the request of the colonels of the 63rd and 66th battalions, addressed the mob and explained matters to their satisfaction for the crowd soon dispersed.

With the enlistment of George Hains, one of the staff stereotypers, the *News Telegram* has now given to the cause of freedom enough of its men to turn out a first-class newspaper, every department, reportorial, editorial, business, circulation, press, mechanical and typographical, being represented with the colors. As nearly as can be figured out, some 48 members and ex-members of the *News-Telegram's* staff have so far joined the colors, and have either done their "bit" or are now undergoing training. Of the 48, two have already returned bearing honorable wounds to testify to their heroic participation in the world war—Major D. Lee Redman, who led "C" company into the inferno at St. Julien and headed the charge which "saved the day" for the Allies at Ypres and made history for Canada, and Pte. Hank Jennings, of the glorious Princess Pats, who was one of the first to fall a victim to the blood-lust of the Huns.

SASKATCHEWAN

Trade in Saskatoon is very brisk, with prospects good for some time to come.

The Rouleau *Enterprise* has installed a two-revolution Optimus, bed 42 x 54.

Oscar Jukes, former proprietor of the Watrous *Post*, has moved his printing plant from that town to Lawson, Sask.

L. M. Small, formerly manager of the Strassburg *Mountaineer*, has accepted a position on the staff of the Saskatoon *Phoenix*.

H. S. McKee, editor of the Kamsack *Times*, has enlisted for active service with the detachment stationed at Kamsack for the winter.

A. W. Moote has purchased the Qu'Appelle *Progress* from its former owner, Mr. Law, who is now teaching school at Gull Lake, Sask.

A. M. Jones, formerly superintendent of the Saskatoon *Phoenix*, has resigned and purposes starting in job business for himself in that city.

Frank Tupholme, formerly of Waterloo, has purchased the Grill Lake *Advertiser*, Sask. Until recently he had been engaged on a homestead in the West.

The Saskatoon *Daily Star* is installing a new No. 9 linotype. Several other changes are in contemplation on this paper in order to keep up with its ever growing business.

Percy Armstrong, for a number of years in charge of the editorial staff of the Saskatoon *Star*, has severed his connection with the *Star* and is taking an officer's course at Winnipeg preparatory to enlisting.

John Moffat for the past three years an employee of the Saskatoon *Phoenix* job department, had his left arm amputated at the hospital recently, owing to a malignant growth close to the shoulder. Mr. Moffat

will be employed by *Phoenix* as proofreader on his recovery.

After keeping up for years the fiction of closed committee meetings, and secret reports, with all its consequences in the way of distorted news, the Saskatoon council has decided to try the plan of placing faith in the judgment of the newspapers and to admit the press to committee meetings and also gave authority to the Commissioner to communicate to the press, according to his own discretion, the contents of his report to the council

J. J. Kerr, for over four years news and telegraph editor of the Moose Jaw *Morning News* and later the *Daily News,* here, who has been in Winnipeg during the past few weeks taking the officers' course, has been attached to the 128th battalion, and has assumed his new duties. Mr. Kerr, who is well known in the west, is the second member at the editorial staff of the *News to* join the colors, Frank Ford, the well-known sporting editor, having given his life while with Brigade General Tuxford and the 50th Battalion in France.

A new and enlarged issue of *The Saskatchewan Scout,* a little monthly paper devoted to the good of the Scout Movement in Saskatchewan, and a paper with a varied career, has made its appearance. An arrangement has been made between the editor of the Saskatchewan paper and the management of *The Scout,* the greatest boy Scout paper in the world, published in London, England whereby *The Saskatchewan Scout* will be enabled to publish stories and illustrations written and drawn by authors and artists of the old English paper. Every Boy Scout in Saskatchewan will receive a copy of *The Saskatchewan Scout* free of charge.

MANITOBA

One of the latest Dexter folders has been lately installed in Stovel Co.'s auxiliary office.

We understand that the *Nor'-West Farmer,* of Winnipeg, has become a member of the Audit Bureau of Circulations.

John Stovel, president of the Stovel Co., Winnipeg, has been re-elected one of the directors of the Northern Crown bank.

The Winnipeg *Telegram* is conducting a circulation campaign. The aim is 60,000. In one week 1,000 new subscribers were added. Canvassers are employed.

Geo. A. Blakely, editor of the Grandview *Exponent,* was married at Canora, Saskatchewan, on January 12th to Miss Vinnie Lee, youngest daughter of Mr. and Mrs. Wm. Lee, of Canora, Sask.

Lieut. Abbie Coo has received an appointment with the 184th battalion. Mr. Coo was prominent in sport circles in Winnipeg for some time, having handled the sporting page of the *Telegram* for several years.

The Manitoba Government work is now finding its way to other channels than the *Telegram.*

R. C. Skinner, a well-known window dresser and advertising writer, has become a member of the Winnipeg *Free Press* advertising department. For a time Mr. Skinner had charge of the advertising and merchandise displays of the Hudson's Bay Company.

Stuart Thompson, of the Stovell Company, Winnipeg, solicitor in connection with its engraving department, has enlisted in the 61st Battalion. Mr. Thompson is an expert telegrapher, and will serve in this capacity in the Signalling Corps. His home is in Toronto. He has been in the West for the last three years. Mr. Thompson is a nephew of Ernest Thompson Seton, famous everywhere as a writer and naturalist.

The youngest son of the late W. F. Luxton, founder of the Winnipeg *Free Press,* was one of the latest to be killed at the front. Malloch was his name, and he left Banff for Calgary where he joined one of the company's going out.

E. E. Erb, who has for many years been foreman for the Stovel Co., and who lately resigned to "do his bit" with one of the battalions to leave for the front, was presented with a beautifully engrossed address. It was in book form, the address being at the front, and attached to it were the names of the workmen in the office.

John Macdonald, formerly an employee of the Stovel Company, Winnipeg, who left Winnipeg with the first contingent of the Highland Camerons, has been made a lieutenant in the 2nd Battalion, Yorkshire Re-



HOPKINS MOORHOUSE,
Who has resigned as assistant deputy of the Manitoba Provincial Agricultural Department. Mr. Moorhouse is well known as a magazine writer and former newspaper man. He is a graduate of the Western University of London, Ont.

giment. Lieut. Macdonald is well known in Winnipeg. He was born at Selkirk.

E. Carlton Stovel, son of John Stovel, president of Stovel Bros., printers and publishers, has been recommended for a commission in the army in recognition of services rendered in France and Belgium.

One of the oldest, if not the oldest, printers in Winnipeg—J. F. McIntyre—has been appointed official proof-reader for this session of the Manitoba Legislature.

Ira Stratton, formerly of the Stonewall *News,* and who will be remembered by some printers, or publishers, as the man who insisted on magazines being folded and addressed in a certain way for the convenience of postmasters, has been appointed official school trustee, by the Provincial Government, for districts where the constituents are largely non-English.

W. R. B. D'Esterre, recently joined the Winnipeg *Free Press* advertising staff. He joined the advertising staff of the Toronto *Daily Star* in 1902, and was with that paper eight years. In 1911 Mr. D'Esterre was in charge of the advertising department of the Regina *Leader,* which position he held until about three years ago, when he left Regina to enter the newspaper field in Winnipeg.

Lieut.-Col. Alfonso G. Fonseca is in Winnipeg to raise a Scandinavian Battalion, the 197th, to be known as the "Vikings of Canada," from among the Danish, Norwegian and Swedish population of Western Canada. Lieut.-Col. Fonseca was born at Winnipeg, 42 years ago, and is of Danish and Spanish descent. In 1899 he went east and was employed for a time in the circulation department of the Toronto *Daily Star.*

Associated with Charles F. Roland, formerly a newspaper publisher in St. Catharines, Ont., where he was born, president and general manager in the newly organized company publishing The Winnipeg *Telegram,* are the following Winnipeg men as directors: W. J. Bulman, president of Bulman Bros.; G. V. Hastings, late president of the Lake of the Woods Milling Co.; W. J. Christie, head of W. J. Christie & Co., and Edward Beck, managing editor of The *Telegram.* All these hold shares in the new company. The paper will continue to uphold Conservative policies.

Colonel G. C. Porter has resigned from the Winnipeg *Daily Telegram* staff, after seven years' service as news editor and two years as editor-in-chief. He has opened offices in Winnipeg and become general editorial manager of a newspaper syndicate serving the large dailies of Toronto, Montreal, New York and London. Col. Porter has been prominently identified with Canadian journalism for twelve years, being news editor of the Toronto *Morning World,* editor of the Calgary *Daily Herald* and since then continuously employed on the *Telegram* until the paper was sold February 1. He organized the Alberta and British Columbia Press Association in 1906, and was its first secretary. He was at the same time secretary of the Alberta branch of the Western Canadian Immigration Association and in that capacity addressed many conventions in the Western states and in Canada, with a view of promoting settlement of the Western provinces. He was a delegate to the first constitutional convention when the province of Alberta was organized and taken out of the old Northwest Territories. Colonel Porter is a Kentuckian by birth, from Russellville, Ky., though to-day a naturalized citizen of Canada.

ONTARIO

The Newmarket *Era* is 63 years old.

Wingham is having a Dollar Day on March 9th.

A. R. Macdonald of the St. Catharines *Standard,* has enlisted.

The *Review-Herald* of Thornbury, has passed the 45th milestone.

J. A. Hardman, foreman on the Arthur *Enterprise-News* staff has enlisted.

Fred. Vivian of the Stratford *Herald,* is taking an officers' course at London.

Rex Cluff, for some time reporter of the Stratford *Beacon,* has enlisted with the Huron Battalion,

The Port Elgin *Times* started on the 47th year of its career last month.

The Ridgetown *Dominion* has collected over $90.00 since New Year's for Belgian relief.

H. V. Tyrrell, of the MacLean Publishing Co., Toronto, has been made general manager.

Arthur Carty of the London *Free Press,* recently survived a serious operation in St. Joseph's Hospital there.

The Brantford *Free Press,* the official organ of the local Trades and Labor Council, has suspended publication.

Ingersoll had a Dollar Day on Feb. 26th—its third. The Woodstock *Sentinel-Review* was behind the enterprise.

Pte. Bert. Townsend of the Goderich *Signal*, is the sixth member of the staff of that paper to enlist.

Duncan B. Gillies, for several years manager of *Canadian Grocer*, is now manager of *MacLean's Magazine*.

Mrs. Isabella A. Andrews, wife of Thomas Harris, editor of the Watford *Guide-Advocate*, died early last month.

Fred Vivian of the Stratford *Herald* and Mr. Sam Towell purpose taking the officers' course at London in March.

Two more Hamilton *Spectator* employees have answered the call to the colors,—William Cross and Cornelius Fallahee.

John E. Beatton, of the mailing room staff, is the latest London *Free Press* employee to enlist for overseas service.

Lieut. Schmidt, bandmaster of the 110th Battalion, Perth county, is a former publisher of the Ayr *News*.

P. D. Ross, editor of the Ottawa *Journal*, was appointed commissioner for Ottawa by the Ontario Hydro-Electric Commission.

The Chatham *News* ran a domestic science course early in February, and secured considerable extra advertising in connection.

Omar Chaput, managing editor of *Le Temps* newspaper, Ottawa, was attacked and assaulted in his office by a bilingual sympathizer.

E. G. Smith has resigned his position as advertising manager with the Berlin *News-Record*, to take charge of the Quebec *Telegraph*.

Harry Moore, of the Alvinston *Free Press*, had a short story in the January issue of *Canada Monthly*, entitled "Hockey at Iron Cliff."

An officers' training class for members of Parliament and newspapermen has been organized at Ottawa. Drills four days a week from 8.30 to 10 a.m.

The Simcoe Lithographing Co. has been put to great inconvenience recently by the enlistment of a number of artists and others.

Austin G. L. Tribute has purchased the Athens *Reporter* from T. T. Shaw, who purchased it last April from Mrs. G. F. Donnelley.

Horace T. Hunter, formerly general manager of the MacLean Publishing Co., Toronto, has been made vice-president of the company.

W. A. Cross, of the Hamilton *Spectator* mechanical department, and Con. Fallahee, of the stereotyping room, have enlisted for overseas.

Lieut. G. G. Rooker of the 94th, formerly advertising manager of the Fort William *Times-Journal* was married to Miss G. Boyes on the 29th Feb.

Bert Townsend, of the staff of the Goderich Signal Printing and Publishing Company has enlisted. He is one of the "crack" shots of Goderich.

The honor roll of employees and former employees of the Fort William *Times-Journal*, who have enlisted for Overseas service has now reached 24 in number.

J. C. Templin, editor and proprietor of the Fergus *News-Record*, has been honored with the appointment of chairman of the Fergus Board of Education.

Harry Brine, for eight years a member of the composing room staff of the Toronto *Star*, is now a salesman for The Lanston Monotype Machine Co., of Philadelphia.

Lieut. Gordon Barkwell of the St. Thomas *Times* staff, who joined a regiment of Mounted Rifles, has transferred to the 91st Battalion, with headquarters at St. Thomas.

T. R. H. the Duke and Duchess of Connaught signified their approval of a special edition of The Ottawa *Free Press*, which was published on February 29th by the Woman's Canadian Club in aid of the Soldiers' Comforts' Committee.

Of the 74 Members of Parliament and the press gallery who started the six weeks' course of training for officers, 23 stayed in it to the finish and took their final examinations.

John B. Kerr, late telegraph editor of the Toronto *News*, has gone over to the *Mail and Empire* as cable editor. He was formerly on the editorial staff of the Vancouver *Sun*.

Employees of the Toronto *Globe* business staff presented Lieut. R. P. Hurburt, one of their number who is going with the Sportsmen's Battalion, with a wrist watch and a fountain pen.

Two more employees of the Toronto *World* are going overseas shortly with the 75th Battalion, Frank Smith, apprentice in the pressroom, and W. Mulock, apprentice in the mailing room.

R. R. DeLong has been appointed advertising manager of the *Cigar and Tobacco Journal* and the *Wine and Spirit Journal*, Toronto, trade publications issued by H. Gagnier, Limited.

Hugh C Templin, formerly on the staff of the Fergus *News-Record*, who has been attending Toronto University, recently enlisted with the Cyclist Corps. This is the third enlistment from this office.

R. H. Davey, a former publisher of the Mitchell *Recorder*, has disposed of the Haldimand *Advocate*, at Cayuga, to George Hudson, of Beamsville. Mr. Davey is Quartermaster of the Haldimand battalion.

Among the men who have been recommended for commissions with the Sportsmen's Battalion being formed in Toronto, is Lou Marsh, sporting editor of The Toronto *Star*.

Bert Perry, for several years sporting editor of the London *Advertiser*, has received a commission in the Sportsmen's Battalion, now being mobilized. His place on the *Advertiser* staff is being taken temporarily by Purdom Love.

R. R. Connor, formerly of the St. Thomas *Times*, has resigned his position on the *Telegraph*, Berlin, and has accepted a position on the business staff of the *Sentinel-Review*, Woodstock.

Pte. James F. Byron, in the Toronto *Star's* employ, as office boy, has enlisted in the machine gun section of the 118th Battalion, at Berlin, Ontario. He is 18 years of age. He is the 30th member of the *Star's* staff to enlist.

T. H. Race, formerly editor of the Mitchell *Recorder*, has accepted the position of lecturer and general field secretary for the Free Hospital for Consumptives, Toronto, Muskoka and Gravenhurst. He has entered upon his new duties.

Pte. John Bowling, of the 110th Perth Battalion, and formerly of the Stratford *Herald*, was presented with a watch by his old *Herald* associates. The veteran printer listened to an address of good wishes read by Mr. W. S. Dingman.

Two more Chatham *Planet* men have enlisted—Bob Doman and Wilbur Chalmers, who for some time have worked in the job room. Up to the present time there are now thirteen officers and men attached to overseas battalions from the *Planet*.

Harry Balson, an old-time printer, for thirty out of forty-five years of his printing career, in the employ of the Methodist Book Room, is now the owner of a fruit farm near Oshawa. An account of his farming operations was published recently in the Toronto *Globe*.

The total contribution of the Toronto *Evening Telegram* employees to the Patriotic Fund was $239.80. Of this amount $54 was contributed by the employees of the pressroom. In addition, 44 employees became members of the 50,000 club, which makes an additional $572.

Registrar M. H. McFarlane of Walkerton, has dropped his libel actions against the Walkerton *Telescope* and the *Herald* and *Times*. Mr. McFarlane as registrar of deeds for the county of Bruce, dismissed his deputy last winter and comment by the papers was cause of the actions.

That the new subscription rate of $1.50 put into force on the first of February by publishers of Bruce county weeklies, is considered reasonable is shown by comments which have been received by several of the papers from subscribers who approve of the higher rate.

The members of the Toronto *Globe* night staff of the composing department held a very successful and enjoyable entertainment. J. J. Bush was chairman. Addresses were given by Messrs. H. V. Ferguson, G. Murray, G. Cashman and Wm. Turnbull, also Mr. Patterson and Mr. Abbs of the stereotyping department.

Frank E. Scott, a former member of the reportorial staff of The Toronto *Daily News*, and lately a student at Columbia University, New York, has returned to Canada to join the army. Mr. Scott is well known in newspaper circles in Ottawa and Montreal. His home is in Collingwood.

Sergeant Paul Beaupre, now connected with the Remount Staff at Sandgate, England, was city editor of the Kingston *Standard* till November, 1914, when he enlisted as a private and went overseas. He was sent back from France to his present post.

Miller McKnight, for ten years advertising manager of *MacLean's Magazine*, Toronto, has resigned to accept the position of advertising manager of Toronto *Saturday Night*. He succeeds George J. Webster, who came to Toronto some time ago from New York. Mr. Webster goes to the *Spur*, New York.

Three more Toronto G.N.W. telegraph operators have donned the khaki, the names of those enlisting being Earl Paddon, Joe Foster and Gordon Cameron, operator at the *Daily News*. This makes seventeen operators who have enlisted from the Toronto office, of whom ten are at the front.

Chas. W. Tressider, of Hamilton, has taken up the duties of manager of the New Liskeard *Herald* and job printing department. Mr. Tresidder is an experienced newspaper man and printer, having been for several years on the staffs of some of Ontario's best weeklies.

Robert Stewart of the Acton *Free Press* staff has enlisted in the 164th Halton-Dufferin Battalion. Three graduates of the *Free Press* are at the front: Lance-Corporal Bugler John L. Moore, Sergt. W. C. G. Kenney, Vet. Corps, Pte. Ernest Wilson. E. J. Moore, B.A., is taking the officers' course for Lieutenant in the school at Toronto.

T. H. Purdom, K.C., and Wallace J. Laut, President and Managing Editor, respectively, of the London *Advertiser*, tendered a complimentary banquet at the Tecumseh House to the editorial staff of the paper in honor of four of their number, Lieuts. Bert Perry, T. H. Smith, Joe Walters and Clyde Kennedy, who are shortly to go overseas.

Staff-Sergt. Lew Brown, former Toronto newspaperman, has returned to Toronto in charge of twelve men who were judged unfit for military service. He was connected with the Headquarters Staff of the Canadian Army Medical Corps. He is expected to take out a commission in Toronto in the Army Medical Corps before he returns.

Eight members of the Stratford *Beacon* staff have joined the ranks of the country. Here is the list. Lieut. F. H. C. O'Beirne, aviation corps. Corp. Jas. W. Walsh, R.A.M.C., reservists', Corp. Alex. McKenzie, A.M.C. Pte. William Hubbard, 34th, Pte. Fred Clark, 34th. Pte. A. R. McCleneghan (reporter), 71st stretcher bearers. Pte. R. A. Isaacs, enlisted 1st, and later signallers, Toronto. Pte. Rex Cluff, 161st Hurons.

For the second time within a year The Toronto *Globe* has to report the enlistment of its agricultural editor for the war. Gordon Smith ("Gordon Furrow"), whose work has been a feature of this page for the past eight months, has joined the 43rd Battery being raised at Guelph. Mr. Smith succeeded Hector B. McKinnon ("Timothy Spray"), who had secured a commission in the Army Service Corps, and is now a Captain in the 110th Battalion at Stratford.

Officers of the 149th Battalion, Lambton county, have evolved an excellent advertising plan. They canvass merchants who use advertising space in the daily and weekly papers of the county and request donations of space to be used for recruiting appeals. The result is that they secure enough space to satisfy them. At the same time the space they receive in many cases is outside of the merchant's regular space. The merchants donate the space requested and continue to use their own.

H. C. Charlton, of Montreal, General Advertising Agent of the G.T.R., gave an address to the Orillia Board of Trade on "Advertising." He dealt principally with the summer tourist trade, showing how its growth was due entirely to advertising and service. Mr. Charlton looked for a decided rush to the highlands of Ontario this summer, as the Americans had lots of money just now and there was no Panama exhibition as a Mecca for them this summer. He promised to give Orillia district a prominent place in the G.T.R. summer advertising this year.

QUEBEC

Irwin Johnston, financial editor of the Montreal *Herald,* has gone to the front.

W. Stuart, of the Montreal *Standard*, has joined the Montreal *Herald* staff.

Roy Carmichael, proprietor of the Verdun *Echo,* has been appointed a Justice of the Peace for the District of Montreal.

Cotton's Co-operative Publishing Company, incorporated, a corporation having its head office at the town of Cowansville, in the Province of Quebec, has made an assignment.

J. H. Thompson, for six years Montreal manager for Grip Limited, Toronto, is now manager of the new photo-engraving plant installed by the Gazette Printing Co., Montreal.

The Montreal *Standard* is featuring a memorial engraving of the Burning of the Parliament Buildings. The picture shows the building the morning after the fire, and is sold, in tubes ready for mailing, for 25 cents.

The employees of McFarlane, Son & Hodgson, paper manufacturers, Montreal, presented C. H. McFarlane, President, and A. A. Hodgson, Vice President, with two loving cups in honor of the thirty fifth anniversary of the formation of the company.

E. W. Waud, jr., has been promoted to a captaincy at the front. Capt. Waud was a reporter on the Montreal *Star* at the outbreak of the war, and enlisted as a private in the 13th Battalion (Montreal Royal Highlanders), and was awarded a lieutenancy after the battle of St. Julien. Capt. Waud is 24 years of age.

Some thirty men employed in the typesetting departments of Quebec *L'Action Catholique*, the official daily organ of the clergy here, walked out on strike on a wage question, determined to stay out till the raise they allege was promised two years ago is honored. In the other Quebec dailies the raise came in force to-day. Every newspaper except *L'Action Catholique* granting the increase.

The personnel of the new staff of the *South Shore Press,* the St. Lambert weekly, changed hands, following the recent municipal elections, is announced to-day. W. B. Hope, the new proprietor, will be president of the company, and business manager. Henry Dalby, is editor-in-chief; C. E. McGregor, circulation and advertising manager, and A. H. Hudson, secretary treasurer. Arrangements are being made as rapidly as possible for the issue of a weekly supplement in French. It is the hope of the new management to make the reorganized paper a county organ and to do its bit towards the development of Chambly-Verchères.

MARITIME PROVINCES

Job printing is reported fairly good at Moncton.

Edward Pride, a member of the mechanical staff of the *Herald* and the *Mail,* and Miss Ella Hemeon are married.

The Parrsboro *Leader,* Parrsboro, N.S., is running a circulation campaign under the direction of John S. Scott, of Toronto.

P. D. Ayer, of P. D. Ayer & Co., printers, led the poll as an Alderman for Ward Two, Moncton, N.B., on Jan. 31st.

The *Western Chronicle,* of Kentville, has been enlarged to a six-column quarto and has much improved in appearance.

Nova Scotia is raising $500,000 for the National Patriotic Fund—at the rate of $1.00 per capita of the Province's population.

St. John had a highly successful Dollar Day in February. The receipts from the day were more than double last year's Dollar Day.

The Moncton *Transcript,* during the past fortnight, has lost two of its mechanical staff by enlistment: Fred Cormier and William Bernard, both of whom enlisted in the 165th or Acadien Battalion.

Many friends of J. L. Stewart, M.P.P., editor and proprietor of the Chatham *World*, will regret to learn that he is still seriously ill and that it has become necessary to remove him from his home to the Moncton hospital.

H. S. Ainslow, who is an enthusiastic curler, was in Halifax this week curling, and on being asked how business was in Hant's County, stated that business was never better. He has more work than he can do for some time.

The Middleton *Outlook* has reduced its size from an eight-column folio to a seven-column. It has a more newsy appearance, however, than the old size, as there is not so much white space among the news items.

Parnell B. McCafferty, formerly of *Globe* staff in St. John, later with the Saskatoon *Star*, then night editor for the Western Associated Press in Winnipeg, has, after a period in the real estate business in the West, returned to St. John to accept a position on the *Daily Telegraph*.

Frank B. Carter, for many years a valued member of the staff of the St. John *Daily Telegraph*, has resigned his position, and will retire to his farm at Barnesville, Kings County. Mr. Carter is a brother of Dr. W. S. Carter, chief superintendent of education, and also of E. S. Carter, opposition organizer.

J. L. Stewart, editor of the Chatham *World*, has been suffering for the past four weeks with inflammation of the eyes, totally incapacitating him for work and is still confined to a dark room. He hopes to be able to take his seat as a member of the New Brunswick Legislature soon after the opening of that body on the 24th.

In order to observe in a suitable manner the thirty-fifth anniversary of the founding of the local, the members of Typographical Union No. 85, met in their rooms and spent a most enjoyable evening in story and song. George T. McCafferty, the president, was in the chair and, in announcing the occasion of the gathering, referred to the success which the union had enjoyed during its long life.

The Nova Scotia vacancy in the Senate of Canada, caused recently by the death of Senator McKay, Cape Breton, will be filled by the appointment of John S. McLennan Sydney, a barrister, and for many years publisher of the Sydney *Post.* The new senator is convener of the Cape Breton branch of the Canadian Patriotic Fund, and is a member of the Canadian Military Hospitals Commission.

The *Western Chronicle*, Kentville, Nova Scotia, under the guiding hand of Geo. H. Herman, who recently took charge of the paper as editor and manager, is showing rapid improvement, especially in its news department. Mr. Herman is also making an aggressive bid for increased circulation for the *Chronicle*, and with this object in view has started a circulation campaign, which will be in charge of John S. Scott.

The Yarmouth *Times,* the leading semi-weekly paper of Nova Scotia, which was established by J. D. Rolston about thirty-five years ago, has been sold to a syndicate of Yarmouth citizens who are applying for incorporation under the name of the Yarmouth Times, Limited. The capital will be $20,000, divided into 200 shares at $100 each. The company is securing power to act as advertising agents as well as publishers.

R. E. Armstrong, formerly editor of the St. Andrew's *Beacon,* and now secretary of the St. John Board of Trade, recently addressed the Rotary Club on the history of journalism and journalists in St. John. Before removing to St. Andrews he had been engaged in newspaper work in St. John and had a wide acquaintance with the subject he discussed. The many papers and magazines which have been established in St. John, many of which have died a natural death, and the large number of prominent men who have been engaged in the work gave him a most interesting field for his reminscences.

NEWFOUNDLAND

Michael Evans, late pressman of the St. John's *Evening Herald*, but now of the First Newfoundland Regiment, was wounded in the arm during the operations at the Gallipoli peninsula.

P. K. Devine, editor of the *Trade Review* and the *Colonial Commerce,* of St. John's, met with a slight accident the first part of February, which laid him up for a few days. He is now able to get about again.

W. J. English, editor of the Bell Island *Miner,* who was laid up with illness during the last two weeks of January, is able to get around again. He visited St. John's during the first week of February.

J. F. Mullings, at one time of the mechanical department of the Curling, Nfld., *Western Star,* and more recently of the North Sydney *Herald*, has joined the 94th

Regiment of Canada. He was married at North Sydney on 27th January.

W. F. Coaker, editor-in-chief of the St. John's *Mail and Advocate*, has gone on an extended trip to Canada and the United States. Mr. Coaker is planning the establishment of a million dollar shipbuilding plant at Catalina, on the north-east coast of Newfoundland.

Arthur English, late assistant editor of the St. John's *Mail and Advocate*, has gone to the land of Uncle Samuel and has accepted the position of travelling correspondent on a New York paper. He is succeeded on the *Mail and Advocate* by J. J. St. John.

F. J. Brady, editor of the Trinity *Enterprise*, contracted a severe cold during a visit to St. John's the latter part of December which confined him to his home up to about the first of February. During the illness of its editor the *Enterprise* was not published. It resumed publication on the 5th of February.

John A. Barrett, formerly of the *Western Star*, has resigned therefrom to accept the management of a herring packing concern, about to start operations in Bay of Islands.

M. W. Furlong, K.C., whose demise occurred at Montreal on 8th February, was one of the editors of the *Academia* papers, formerly published at St. John's, Nfld.

All newspapers, whether local or foreign, under four ounces in weight, when posted in Newfoundland, pass to points in the Colony free. The post master-general, in his report last year, recommended that a postal tax be levied on newspapers passing through the mails, and the matter has since been under consideration. The question, however, is strongly opposed by newspaper interests and others, from an educational point of view.

War conditions so far have not affected the newspaper business in Newfoundland, so far as the white paper is concerned, but it has considerably in about every other way. Printing machinery, printing office furniture, types, printing inks, printing plates, etc., all of which formerly were imported free of customs duties are now subject to a duty of 10 per cent. ad valorem, and a surtax of ten per cent. Advertisers', stereotypes and electrotypes are subject to a tax of eleven per cent. in all. While these same customs duties relate also to newsprint, it does not, as already stated, affect that article, because all the newsprint used is manufactured in the country and on which there is no revenue tax.

The Dead

Fred Alexander Hodgson, a former employee of the Simcoe *Reformer*, is dead.

Hugh E. Ashton, aged fifty-one, manager of the London Printing and Lithographing Company, is dead.

The death occurred at New Westminster on Feb. 20 of Bernard Louis Archambault. The deceased was at one time employed on the business staff of the *Daily News*, and later held a position on the news staff of *The British Columbian*.

Layton W. Crippen, a member of the staff of the New York *Times*, is dead, of heart disease. He was born in England 55 years ago. He went to New York 20 years ago and worked as a reporter on the *Tribune* and *Times*, and later became correspondent for the London *Times* both in New York and San Francisco. Mr. Crippen was an authority on art, literature and metaphysics, and wrote two books dealing with these subjects.

The late Mr. Crippen will be remembered by many Vancouver people. He visited that city at the time of the anti Oriental riot in 1907, being sent there by the London *Times* to make a special investigation of the whole question of Oriental immigration as it affected that province.

J. A. R. DE COTRET

J. A. R. de Cotret, of the editorial staff of *La Presse*, is dead, at the age of forty-six years. He leaves a widow and eight children.

F. P. JEFFERY

Frank P. Jeffery is dead. He was in his sixty-fourth year, and was engaged in the engraving business in Toronto for the past forty-one years. He was born in Plymouth, England, and went to Toronto forty-five years ago.

GEORGE MIKLE

George G. Mikle, proprietor of the Natal *Reporter*, Natal, B.C., is dead. The deceased was well known among newspapermen in Canada, having been in business in Ontario, Manitoba and British Columbia for over 40 years. He resided in Fernie for about five years.

W. A. BRENNAN

W. A. Brennan, editor and proprietor of the *Journal*, Summerside, is dead. He was sixty-eight years of age, a native of the United States, but a resident of the island for many years. He began newspaper work with his father who bought the *Islander* more than fifty years ago. In 1872 he removed to Summerside, where he purchased the *Journal*, adding to it the *Agriculturist*.

JOSEPH C. HOLLOWAY

Joseph C. Holloway, one of Halifax's much respected citizens and a member of the firm of Holloway Brothers, is dead. In his younger days he was employed with Stephen Selden in the printing business. When Mr. Selden retired, Joseph C. Holloway and his brother purchased the business, and for over thirty years have conducted it under the name of Holloway Brothers.

DR. S. E. DAWSON

Samuel Edward Dawson, C.M.G., Litt.D. and LL.D., a former Queen's Printer under the late Sir Adolphe Chapleau, Secretary of State, and a well-known literary man and authority on international copyright, is dead. He was born in Halifax in 1833. For forty years he conducted a publishing business in Montreal, and was prominently identified with this city's interests in a public way.

JAMES BOOTH SIMPSON

"Simmie" Simpson is dead in Vancouver. Mr. Simpson was a printer and an hotel man. He laid out the cases when the late John McLagan started the *World*.

James Booth Simpson was the unfamiliar full name of the departed. He was born in Peterboro, Ont., 54 years ago. He went to Vancouver in 1888, and went to work on the *World*, which was then just being organized. He worked as printer on this paper and the *News-Advertiser* before buying out the Boulder tavern. Since that date until a couple of years ago, when he retired, he has always been in the hotel business.

CHARLES G. STEWART

Charles George Stewart, who 14 years ago, when he retired from active business, was the oldest working lithographer in Canada, is dead.

The late Mr. Stewart was born in Stepney, Middlesex, England, November 27, 1829. After serving a seven-year apprenticeship to the lithographing trade in Skipness, London, he went to Toronto to take charge of Ellis' lithographing plant, then located in the old Victoria Hall. That was 60 years ago. He lived in Toronto practically ever since, his last place of employment being with the firm of Whaley, Royce & Co., Ltd.

HENRY THOMSON

Henry Thomson, a printer on the Montreal *Herald*, formerly of Toronto, is dead. Mr. Thomson was the last of four brothers in the same occupation. His father, Alan Thomson, senior, was at one time foreman of the Toronto *Globe*, while a brother, Alan Thomson, junior, was also foreman of the *Globe* almost to his death a year ago. James and George, other brothers, were also printers. Henry Thomson joined the *Globe* upwards of thirty-five years ago and remained on its staff until his removal to Montreal ten years ago, except for a year spent as foreman of the Toronto *World*.

SOLON LUTZ

Solon Lutz, news editor of the Berlin *News Record* is dead. He was in his 40th year, and had been engaged in reportorial work for about twenty years. He was employed for some time in London and St. Thomas, and about two years ago retired owing to poor health. He resumed his duties at the *News Record* last October. Deceased was well known in sporting circles, and was an ex-secretary of the Western Football Association. He was also a former secretary of the local Board of Trade. He is survived by his aged parents, who reside in Freeport, and one sister.

JOHN MARCH

John March, a veteran newspaperman, died on February 19 at his home in Hampton, N.B., at the age of eighty-one years. He was a native of England and came to New Brunswick about sixty years ago. After several years teaching school he entered newspaper work in St. John as a member of the staff of the old *Morning News* and other papers. Later he became secretary of the school board and then superintendent of schools. On his retirement in 1895 he removed to Hampton, where he has acted as correspondent for various provincial newspapers. He has two sons and three grandsons in the overseas forces, among the latter being Lieutenant Edgar March, formerly city editor of the St. John *Standard*.

GEORGE F. POUND

George Filmer Pound is dead in his seventy-first year. The late Mr. Pound was born at Plymouth, England, and went to Canada 59 years ago, taking up his residence in Toronto, where he followed his trade as pressman for a number of years, there joining Typographical Union No. 91. He then moved to Winnipeg, in which city he resided for eight and a half years, being employed on the *Free Press, Morning Call* and the *Sun*. Mr. Pound then decided to go further west, and in 1887 located at Victoria, working in the job office of Messrs. Miller, and on the *Colonist*. The following year he went to Vancouver, where he was connected with the *News-Advertiser* for nearly 24 years. The deceased gentleman was a member of the firm of Ward-Ellwood & Pound, Limited, printers, Vancouver.

CHARLES F. OLIVE

The death of Charles F. Olive who, for the last twenty years has been connected with the various newspapers of St. John, N.B., occurred suddenly on February 9. He was 66 years old and was a son of the late James Olive, the first mayor of St. John

under the system of election by citizens. For many years he was in the customs service, advancing to the post of chief clerk. His first newspaper experience was with the *Record,* a daily paper published in St. John in the nineties. He was with the *Telegraph* and the *Times* and, until the time of his death, with the *Standard,* filling the post of shipping editor, an important position in the winter port, until a short time ago when he took the proof desk. In the younger days he was a keen athlete and was prominent in baseball, skating, curling and other sports. He was a man of unusually genial disposition and had hosts of friends.

G. G. SHELDON WILLIAMS

George Gilbert Sheldon Williams, editor and proprietor of the B. C. *Mining Exchange and Engineering News,* and for many years engaged in journalism in Victoria and other parts of British Columbia, is dead. The late Mr. Sheldon-Williams was born 49 years ago near Basingstoke, North Hampshire, England. He received his early schooling in England and also studied some time in Germany, returning to the Old Country to complete his education at Old Boys' School, near London. He came to Canada some thirty years ago and lived in Brandon, Manitoba, where he worked for three years in Chief Justice Daly's office before going to Victoria.

During his residence there he founded the *B. C. Mining Exchange and Engineering News,* about 17 years ago, and acted as its editor until a few weeks ago, when ill-health enforced his confinement at home. He was an associate member of the Canadian Mining Institute. Before acquiring the *B. C. Mining Exchange* he was associated with the editorial staff of the *B. C. Mining Record.* He was also a frequent contributor to the columns of the local press.

WILLIAM WESLEY

William Wesley, the senior publisher of the *Herald* and *Times,* is dead.

The late Mr. Wesley was the dean of Bruce printers, in fact, the only surviving member of the original Bruce Press Association, and at the time of his death he was Hon. President of the Publishers' County Association. He was widely known not only in the surrounding district, but among the members of the newspaper fraternity.

He was born in the town of Barrie, 62 years ago. At twelve years of age he was sent to learn the printer's trade at the Barrie *Advance,* which later on his brother published for no less than forty years.

In his twentieth year he became a victim of asthma from which he suffered constantly the rest of his life. With a view to freeing himself from the malady, he traveled considerably as a young printer, spending considerable time in the Southern States, chiefly in South Carolina, and later in the Canadian West. Returning to Canada he bought the Collingwood *Messenger,* which he published until the big fire in that town. In 1884 he went to Walkerton and bought the Bruce *Herald,* which he conducted for about five years. Then he published the Ridgetown *Standard* for several years. In 1905 he established the Bruce *Times,* which he amalgamated four years ago with the *Herald.*

CHADWICK P. CUMMINGS

The news that Chadwick P. Cummings had passed to the Great Beyond will be received with feelings of genuine regret throughout organization circles in America and the Dominion of Canada, where for years he has been a dominant figure in printing circles.

Chadwick P. Cummings was born a little over forty-three years ago and learned the printing business from the ground up. He was an aggressive business man who nearly ten years ago succeeded Wallace Mayberry as manager of the Philadelphia Printers' Board of Trade. He immediately jumped into prominence, because at this time the matter of what it costs to do printing was agitating the eastern printers. The activities of the Chicago Ben Franklin Club in devising a cost system had set the trade agog. The matter of untangling the problem the industry was facing was a serious one, and Manager Cummings, together with Charles Paulus, New York; J. C. Hill, Baltimore, and Chester B. Ames, of Toronto, formed the famous quartette which visited Chicago in August, 1909, to learn what the pioneer Ben Franklin Club had been. In October of 1909 was held the famous First International Cost Congress, and Mr. Cummings was one of those who took an active part in the discussions. He was an aggressive debater, logical in his reasonings and convincing to his hearers. He was in great demand as a speaker at conventions because he had understood what he was talking about, and had the faculty of transmitting to his audience convincing facts which were retained. Just three years ago he resigned the secretaryship of the Philadelphia organization and went to Canada, where he took an active part in the management of the great publishing house of R. G. McLean, at Toronto. He returned to the States last year and had been engaged in business in Philadelphia, where he was stricken with appendicitis.

CORRECTION

In the sketch of the career of the late Andrew Denholm, former editor of the Kincardine *Reporter,* and father of J. M. Denholm, publisher of the Blenheim *News-Tribune,* it was erroneously stated that at the time of his death he was in his eightieth year. The late Mr. Denholm was only 59 when he died, and therefore his achievements were all the more noteworthy. It may be re-stated that the late Mr. Denholm founded the Woodstock *Standard,* the first daily in that city, and for eleven years was publisher of the weekly now published by his son. z

ONTARIO NEWS ITEMS.

At the annual meeting of the Press Gallery of the Ontario Legislature the following officers were elected: Honorary president, Sir Adam Beck; honorary vice-president, Mr. N. W. Rowell, K.C., M.L.A.; president, John Ham, *Mail and Empire;* vice-president, W. Pasmore, *Daily News;* secretary-treasurer, Will E. Macdonald, *Evening Telegram;* editor of *Gas Jet,* Syd. Howard, Toronto *Star.* The meeting was the liveliest which the gallery has had for some years and the debate on certain candidates for office might still be proceeding had not darkness intervened.

Thos. Bland, manager of the Canadian Linotype Company, had his right arm broken in two places while cranking his car.

The Newmarket *Express-Herald,* a weekly newspaper, which was formerly controlled by Mr. W. E. Wylie, was taken over yesterday by Mr. W. F. Hardy, who was a school teacher at Peterboro.

Harry Beattie, a native of Gore Bay, and who has worked in many Ontario newspaper offices, has been "missing" since the battle of St. Julien, and all hope has been given up by his relatives and friends. While a member of the Sudbury *Star* staff two years ago he captured the *Printer and Publisher's* first prize in an ad. competition, and was known as one of the best printers in the trade. He enlisted at Sudbury, and was transferred at Valcartier to the 48th Highlanders, 15th Battalion.

The *Times-Journal* and the *Chronicle* of Port Arthur have united and decided to live under one roof. The name of the newly married pair is the *News-Journal.* Saving of expense is given as the reason for the alliance.

Great Britain's Newspapers

In London there are three newspapers which came into existence in the latter part of the eighteenth century, the oldest of these being the *Morning Post,* which dates from 1772. The *Times* was established sixteen years later (1788), and next came the *Observer,* in 1791, and the *Morning Advertiser* in 1794. At the beginning of the next century the *Weekly Dispatch* appeared (1801), and in 1803 the *Globe* was first printed and still occupies an honorable place among its younger contemporaries.

Outside London the Sheffield *Telegraph* claims to be the oldest daily newspaper, but the Leeds *Mercury,* as a newspaper, can claim a longer record, for it was founded in 1718, and the Yorkshire *Post* came into existence as a weekly in 1754.

At the present time there are in the United Kingdom 2,400 newspapers, making allowance for recent publications which have succumbed in the struggle for existence—and supremacy. Within the postal radius of London there are 460, of which at least 27 are morning dailies and six evening dailies. In the English and Welsh provinces there are close on 1,500 newspapers, in Scotland 255, and in Ireland 190.

The many recent and almost meteoric changes that have taken place in London journalism show how precarious and chequered a career many newspapers, now defunct, must have had. The disappearance of the *Echo* and London *Evening Chronicle,* to give it its full title, was undoubtedly the most surprising. It had a run of six weeks, and it is believed that during that short time not less than £50,000 was spent upon it. It is now amalgamated with the *Star.* The old *Echo,* which died on August 8, 1905, had a career of 37 years.

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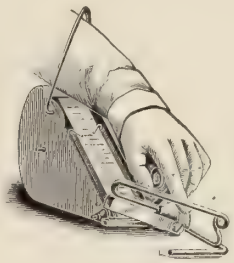
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PRINTERDOM

CHANGE IN NAME OF PRINTING CONCERN

The firm of Kuhn-Merrill, Limited, Printers, Ottawa, is to be re-organized under the new name of Dadson-Merrill Press, Limited. This change has been brought about by the death some time ago of one of Ottawa's most popular young men, the late Con Kuhn. The new men in the firm are S. F. Dadson, sales manager, and T. Miller, composing machine operator. Horace Merrill retains his interest in the business.

Kuhn-Merrill, Ltd., has for many years held an enviable reputation in Ottawa for high class work in practically all lines of printing. The new orgainzation, Dadson-Merrill Press, Limited, has greatly increased its plant effciency by increasing its floor space by 50 per cent. and adding new presses and type setting machines of the largest and most up to date types.

Horace Merrill, the senior member and president of the firm, is one of the most widely known men in Ottawa. He was for fifteen years with The Mortimer Co., previous to entering into partnership in his present business.

S. F. Dadson purchased an interest in the firm following the death of Mr. Kuhn, and as manager has given his whole attention to the selling end of the business, which line he also followed for some eight years with The Mortimer Co. He was also with *"Punch"* in London, England, for four years, so he brings to the new firm a varied experience.

T. Miller is well known in his trade as a machine operator, having been foreman at Esdale Press for several years. He operated one of the first typesetting machines installed in Ottawa.

MASTER PRINTERS BANQUETTED

The Master Printers of Edmonton, representatives of every branch of the printing and publishing trade, were banqueted in Edmonton. The affair was largely attended, and in addition to all of the city's printers, both job and newspaper, there were also present visitors from Winnipeg and from several of the towns in the Edmonton district. The speeches of the evening were given by George Saults of the Winnipeg Free Press job printing department, Joseph Adair, and George Gordon of Ponoka. The chairman of the evening was H. W. B. Douglas of the Douglas Printing Company. The guests of the evening were: George Wilson, Winnipeg; George Saults, Winnipeg; Robert Them, manager of the American Type Foundry, and H. J. Hardy, manager of the Toronto Type Foundry. The two first named paid a visit to Edmonton specially to attend the banquet of the master printers, and were both presented with a stick pin made of Saskatchewan gold as a token of the regard of the association.

VANCOUVER NOTES

The regular meeting of Vancouver Allied Printing Trades Council was held on Feb. 14.

Credentials were received from W. F. Bushman and A. Swanson, of the Bookbinders' Union, and S. Vernon, of the Pressmen's Union.

A. Bell was received as a fraternal delegate from the Seattle local of the Photo Engravers' Union.

Election of officers took place, and resulted in J. McKinnon, of the Stereotypers' Union, being elected president for the ensuing year; W. F. Bushman, of the Bookbinders' Union, vice-president; H. Neelands, of the Typographical Union, secretary-treasurer. The executive committee comprises Messrs. H. Neelands, H. Wheatland, W. F. Bushman, M. Woodbury, and S. Knowles, and Mr. A. Swanson and S. Vernon are auditors.

WINNIPEG NOTES

W. C. Jones, a well-known typo, formerly of the Winnipeg *Free Press* composing room, but for the past eight years a resident of Vancouver, at present on the *News-Advertiser*, was on a ten days' visit to Winnipeg. He reports all the former Winnipeg members of the craft as doing well and enjoying life at the coast. Among the number are: Geo. Miller, Eddie Orr, "Billy" Fogarty and Macdonnell on the *News-Advertiser* staff; "Jock" Sorrell, Herb Connell, Chas. Grassie, W. H. Youhill and J. King, on the *Province*; "Bob" Marshall, "Jack" Burns, Jas. Scott and Jack Munro, on the *World*. Os. Healy, a well-known stereotyper, is in Seattle. Marsh Hodge, former foreman on the *Telegram*, is champion bowler of the coast.

TYPOS' BANQUET

Hamilton Typographical Union is making arrangements for a banquet on the evening of Friday, March 10. The event will be in honor of the members of that organization who have enlisted for overseas service. Fully ten per cent. of the local typos have joined the colors, and the union has presented each member who enlisted with $25, in addition to undertaking to keep him in good standing with the International during his absence. This means a great deal.

HALIFAX NOTES

W. S. Theakston, manager of the Commercial Printing Co., Halifax, who met with a serious accident some weeks ago, by having his hand caught in a press, is recovering slowly.

The Employing Printers and Typographical Union have come to an agreement on a basis of $17.00 per week from the 1st Jan., 1916, to Dec. 31st, 1917. Time 8 hours per day, overtime, time and a half.

Charles McCawley, who has been in the employ of T. C. Allen & Co., printers, of Halifax, was presented last week by his fellow printers with a handsome wrist watch, he having volunteered for overseas services.

Printing business and trades allied with it are good in Halifax city, and throughout the province.

U. T. AND F. C. A. NOTES

A meeting of the Standard Price List Committee was held at headquarters on January 28th. O. A. Koss, Chicago, Chairman of the committee; J. Harry Jones, Chicago; H. W. J. Meyer, Milwaukee; J. O. Shaltz, Terre Haute, and E. E. Laxman, Buffalo, were in attendance. Interesting matters concerning revisions and additions to the price list were discussed.

The Executive Council, at its quarterly meeting, held at national headquarters January 28th and 29th, laid plans for the future activities of the organization, which will be announced in the very near future.

The Service Bureau has been very active during the past month, extending service to the members of this organization. Printers are loud in their praises of the valuable assistance they are receiving from the Service Bureau.

W. Van Hinkle, former manager, Master Printers' Association, Edmonton, Alberta, Canada, recently appointed to the office of assistant secretary, has taken up his duties at national headquarters. He has had a wide range of experience in the printing business and organization work. He successfully acted as manager of the Master Printers' Association, Calgary, Alberta, Canada; also manager of the Victoria Typothetae, Victoria, B.C. The organization is to be congratulated upon securing the services of Mr. Hinkle.

F. W. Fillmore, cost accountant, is at present engaged in installing a standard cost system in the plant of a large Toledo printing establishment. Printers in this vicinity would do well to take advantage of this fact, and consult him regarding their cost problems. His services could also be engaged.

Beginning with the March issue of the *Bulletin*, the monthly publication of the United Typothetae and Franklin Clubs of America, a four-page insert will appear in this magazine, showing the likenesses, with a short description of their activities, of the men devoting their time and energies to furthering the benefits of organization work. This will afford the printing fraternity the opportunity of getting better acquainted with the men actively engaged in this great work.

National headquarters urgently appeal to the members of its organization to send in their completed 911 form for the year 1915, so that a composite statement of costs can be compiled. It is the desire of the Cost Commission of this organization to publish their findings as early as possible, and to that end they make this urgent appeal to the membership.

The Price List Committee, United Typothetae and Franklin Clubs of America, have

The New Head of the Intertype Corporation

Record of the Man Who Has Brought About the Reorganization

In the field of building newspaper machinery, there came into prominence this week a new figure about whom many newspaper men will probably ask such questions as, who is he? what has been his past business record? what does he look like? and other personal queries pertinent to such debut.

Captain Charles D. Palmer, head of the new Intertype Corporation, of Brooklyn, N.Y., was born in Atwater, Ohio, in 1864, and his entire boyhood was spent in Council Bluffs, Ia., where, at the age of fifteen, he began as a collection clerk in one of the local banks. From this position he passed through the various grades to the position of acting cashier, at the age of nineteen. He was then appointed a cadet at West Point, leaving a business for a military career.

He graduated from United States Military Academy in 1888, and served in three artillery regiments, from the last of which he was transferred into the staff, where he remained until 1901.

During that period he served in succession at Boston, St. Augustine, New Orleans, Atlanta; was four years instructor in higher mathematics at West Point; again served at San Francisco, Baltimore, Chicago and finally in the Philippine Islands. The latter part of his service consisted almost exclusively in organizing work in the supply and transportation departments.

In 1901, at the expiration of the Spanish War, Captain Palmer left the army by resignation and joined the International Banking Corporation, where he was shortly appointed assistant to the president. As one of the senior officials he has, at various times, visited the corporation's branches in London, San Francisco, China and Japan, traveling extensively in the latter two countries. He was for four years in charge of the corporation's interests in the Philippine Islands, returning from there in 1909 to resume his duties at the New York office.

In the midsummer of 1914 Captain Palmer's attention was drawn to the International Typesetting Machine Company, in connection with advances that had been made by the International Banking Corporation, the Central Trust Company of Philadelphia, and two London banking houses against collateral growing out of the operations of the typesetting company.

On account of his knowledge of its affairs acquired in this connection, he was requested by Erskine Hewitt, when the latter was appointed receiver of that company in December, 1914, to become his associate in making the preparations necessary for a reorganization of the company's affairs.

On February 1, 1915, as a result of a further careful examination of the company's affairs, he made an exhaustive report which, as events turned out, proved the foundation upon which the plan of reorganization was finally placed and successfully consummated. The thoroughness of this report may be inferred from the sub-headings under which the company's affairs were therein discussed.

Meantime, Captain Palmer, at Mr. Hewitt's request, continued in direct charge and control of the company's active operations, with the result—to quote from a letter addressed by the latter to the reorganization managers on September 24th—that the receiver "succeeded, with the working capital originally estimated as sufficient only for six weeks' operation, in carrying on the business until August 1, 1915 (seven and a half months), during which period there were manufactured and sold over 150 machines, including many Model 'A' and Models 'B' and large quantities of supplies and matrices."

Meantime, owing to the then international financial and political conditions, the time was not considered propitious for an early reorganization, and, in fact, many of those interested in the company doubted whether such a reorganization would prove practicable, some of the original holders of securities even going so far as to sacrifice their holdings.

Captain Palmer, however, from the start maintained that the business was fundamentally sound, that the company had an excellent plant, an efficient technical organization, an excellent product and a good market and that to continue the busines with profit required only that it be supplied with what it had hitherto lacked, namely, good business administration, ordinary banking credit and sufficient working capital.

When, in the early part of July, it became apparent that further funds would be required to continue operations, Captain Palmer succeeded in convincing the bondholders that their interests would not be jeopardized by permitting a total issue of $250,000 receiver's certificates. Authority for this issue was obtained on July 19, 1915. Within twenty-four hours he had disposed of the entire issue to well known banks and financial institutions whose interest he had by this time aroused.

Meantime it had become apparent that while those already interested in the company were prepared to participate in refinancing a successful reorganization could only be consummated provided new interests could be found also willing to participate. The successful sale of the receiver's certificates, confirming as it did the confidence that Mr. Palmer had always expressed regarding the company, aroused increased interest both among the security holders and among interests theretofore not connected with the company, and within a month thereafter Messrs. Swartwout and Appenzellar, members of the New York Stock Exchange, had formed among their friends and Mr. Palmer's, a syndicate which undertook to subscribe $500,000, under a proposed plan of reorganization on the condition that a similar amount should be subscribed by the bondholders and creditors of the then company.

Mr. Palmer then visited, personally each of the principal bondholders and formed among them and other friends a syndicate that underwrote further subscriptions to the amount of $500,000.

As a result of this work a committee of reorganization was promptly formed, consisting of Edward D. Adams, representing bondholders; Henry E. Cooper, vice-president of the Equitable Trust Company, representing unsecured creditors, and Richard H. Swartwout, representing new outside capital.

These managers thereupon issued the plan and agreement of reorganization which ultimately proved successful.

By persistent effort, in which he enlisted the good will and active cooperation of all of those who had now become convinced that a reorganization was possible, it resulted that out of a total of $1,000,000 of bonds, all but $3,000 came in under the plan. Of the total issue of $529,000 gold notes, all but $2,000 came in under the plan, and of a total issue of approximately $254,000 other unsecured creditors, all but approximately $11,500 came in under the plan.

The property was purchased for $1,650,000 by the reorganization managers, Edward A. Adams, Henry E. Cooper and Richard H. Swartwout, who represented not only practically all bondholders and other creditors, but new interests hitherto unconnected with the old company. The next highest bid was one of $1,625,000 made by the Mergenthaler linotype interests.

To take over and manage the property, a new company has been organized under the laws of the State of New York, under the title of "Intertype Corporation." This company has authorized capital stock of $1,500,000, first preferred; $1,000,000, second preferred and $3,000,000, common. Of this there will be issued immediately $1,000,000 first preferred; $1,000,000 second preferred and approximately $2,400,000 common. Under the plan of reorganization the new company will begin its career free from bonded and unsecured indebtedness and provided with $1,000,000 cash capital.

It is obvious from what Captain Palmer has already done that he is the proper man to be, as he has been elected to head the new Intertype corporation by the unanimous vote of all interests.

MILLER & RICHARD

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TORONTO, - - - - ONTARIO

recently completed an index and cutting schedule for the Standard Price List. These additions have been mailed out from the national office, and if you have not received your copy, please notify the secretary of the organization, 550 Transportation Building Chicago, Ill.

In the February issue of the *Bulletin* was an illustrated article describing a composing room layout sheet. From the number of inquiries coming to national headquarters, it has attracted wide attention. It would be well for all printers to investigate this method of promoting efficiency in the composing room.

The value of the Standard Price List has been demonstrated by a recent order for seven copies to be distributed among the salesmen of one printing establishment.

The work of compiling bindery production records, which was begun about the first of last year, has been making considerable progress. At a recent meeting of the Price List Committee it was deemed advisable to solicit the assistance of additional printing plants in sending in their records of bindery production. The results of these investigations will be used to further increase the value of the Standard Price List, and simultaneously records will be provided those printers furnishing information that will be of great value towards increasing production in their respective plants. All printers who do any considerable amount of bindery work and who operate under a cost system, should acquaint themselves with the work of the committee, and carefully investigate its future possibilities as applied to their business. The necessity of their co operation in this work is at once apparent if the Standard Price List is to attain its highest value as a reference work for the estimator and as a basis or guide to the manager for securing greater plant efficiency. To those wishing to assist the committee in its work, blanks will be furnished for the compilation of their own bindery production records.

HARRIS AUTOMATIC PRESS CHANGE

A. Carey Huls, for the past two and one-half years general sales manager of the Harris Automatic Press Co. of Niles, Ohio, tendered his resignation to the company February 1st, on account of ill health. Mr. Huls will not, however, sever his connection with the company. It is his intention to take a much needed rest and upon his return will take up some special development and sales work for the Harris Company in the eastern territory, with headquarters in New York. H. A. Porter, for ten years with the Harris Company in the general office and sales departments, and for the past year assistant to the general manager, will take up Mr. Huls' former duties, with headquarters at the general offices in Niles.

ADDITIONS TO MERGENTHALER STAFF

Wm. H. Stubbs and John F. O'Sullivan, known to printers everywhere as among the fastest Linotype operators in the world, are among recent additions to the Mergenthaler Linotype Company's sales staff. Frank M. Bland, who has represented type founders for years, is another of the Linotype Company's new men, and M. O. Menaige, who organized the New York Craftsmen's Club, on which all others are patterned, is a fourth.

METAL WASTAGE

Carefully compiled statistics show that linotype and monotype metals will shrink in weight from 1 per cent. to 2¼ per cent each melting. This would indicate that the old method of charging 2 per cent. per month to metal depreciation is not enough.

NEW CANADIAN AGENCIES

G. A. Todd, of Toronto, representing U.S.A. manufacturers of printing machinery and supplies, was in New York, Boston and other cities recently. While away he made arrangements to represent in Canada the Chapman Neutralizer System, the U. P. M. Automatic Sheet Feeder, and the U. P. M. 2-Sheet Rotary Press.

PRICES ADVANCING

The Canada Paper Co. has issued a notice to the trade as follows: Owing to the abnormal advance in cost of all materials used in the manufacture of papers, we are compelled to advance the prices on many lines of our goods. We are yet able to make most colored papers, and specialize on these, but some have to be the matter of previous correspondence.

SPECIMEN BOOK OF MATRIX FACES

The Mergenthaler Co. are sending to their thousands of machine users throughout the continent a new specimen book of the numerous matrix faces. The book weighs 11 pounds, and embraces Russian, Spanish, French, German and English type faces, as well as borders and odds and ends. The book is very useful and valuable.

RECENT PURCHASERS OF LINOTYPES

The Canadian Linotype, Limited, have disposed of numerous machines recently. The printing trades are very busy in Canada, and the Linotype is being placed in many offices. The list includes: Halifax, N.S., *Chronicle*, two model 5; Paul Cardville, Maisonville, Que., model 5; Perth, Ont., *Expositor*, model 5; Dundas, Ont., *Star*, model 5; Winnipeg Bookbindery Co., model 14, three decks; Charlottetown, P.E.I., *Patriot*, 2 model K, double deck; Warwick Bros. & Rutter, Toronto, model 5; Sherbrooke, Que., *Tribune*, model 8, 3 decks; Saskatoon, Sask., *Star*, model 9, 4 decks; Cobourg, Ont., *Star-Sentinel*, model K; *Catholic Register*, Toronto, model 5; Fredericton, N.B., *Mail*, model 5; New Glasgow, N.S., *Chronicle*, model 5; Lethbridge, Alta., *Herald*, model 8; Ukrarian Co., Winnipeg, model 8; Winnipeg *Tribune*, model 14; Columbia Press, Winnipeg, model 5; Merrill Co., Ottawa, model 5; Huntsville, Ont., *Forrester*, model 15; Government Printing Bureau, Ottawa, 4 model 8.

TEAM WORK

The above heading is the title of a house organ issued by The Southam Press in the interests of its employees. It is printed on superior stock, and is prepared in a very business-like fashion. News items, comment, personals, quips and helpful articles of an informative or inspirational nature constiute the contents.

The cultivation of good will and mutual understanding among employees and between principals and employees is abundantly worth while, and this "link" issued by the Southam Press is greatly to be commended from this point of view.

THE APPRENTICESHIP BULLETIN

One of the most pleasing publications regularly received by *Printer and Publisher* is *The Apprenticeship Bulletin*, issued monthly by the School of Printing, Boston. Typographically it is always very charming, and is always well dressed in the matter of its coat and vest—cover and title page.

BEN FRANKLIN MUTUAL CASUALTY INSURANCE COMPANY

The annual meeting of the members of the Ben Franklin Mutual Casualty Insurance Company was held in Chicago on January 26th. The officers of the company, consisting of W. J. Hartman, President; C. S. Partridge, Vice-President; Earl H. Macoy, Vice-President, and J. C. Adderly, Secretary-Treasurer, were all re-elected for a term of one year. The experience of the company since it was organized five years ago has been highly successful. The company has specialized exclusively upon the liability and workmen's compensation risks of the allied printing trade. The net cost of the insurance to its members has been less than 25% of the original rates promulgated by the stock insurance companies for workmen's compensation insurance. More than $60,000 has been returned in cash dividends to its policyholders. A change in the by-laws was made by which the contingent premium of members is limited to one annual premium. This practically removes the only objection that stock insurance agents have ever urged against mutual insurance. The Ben Franklin Mutual operates in conjunction with the Millers Mutual Casualty Insurance Company, which is the Mutual Casualty Company of the milling and grain trade. By a reinsuring agreement the combined strength of both companies is behind the contract of each.

ANNUAL MEETING OF MEMBERS OF THE PRINTING TRADES MUTUAL FIRE INSURANCE CO.

The annual meeting of the members of the Printing Trades Mutual Fire Insurance Company was held in Chicago January 25th. The following officers of the company were elected for the year 1916: W. J. Hartman, President, W. J. Hartman Company; Geo. H. Benedict, Vice-President, Globe Engraving and Electrotype Company; J. J. Miller, Secretary, Barnard & Miller; O. A. Koss, Treasurer, O. A. Koss & Co.; J. C. Adderly, Assistant Secretary. The business of the company during the past year has been very satisfactory. The net cash surplus available for the payment of losses has shown a material increase during the year, and the company is in better and stronger position at the present time than at any time in its history. The rate of dividend paid to policyholders during the past year has been ordered continued by the Board of Directors.

GRAPHIC ARTS EXHIBITION

The third annual National Printing, Lithographing, Paper, Stationery and Allied Trades Exposition will be held in Madison Square Garden, New York, September 30th to October 7th, under the management of Harry A. Cochrane, founder of this exhibition and its manager since its inception. Important trade conferences and conventions are to be arranged to be held coincident with the Exposition.

NON-UNION LABOR

L'Action Catholique, organ of Catholic hierarchy in Quebec, is getting out its edition with "scab" labor, having repudiated the agreement which it made two years ago with the Quebec Typographical Union. At that time the union asked for a raise of three dollars per week in the scale, and a compromise was arranged, all the Quebec papers agreeing to raise the scale a dollar fifty from then until February 14, 1916, when the other dollar fifty would be added. Arguing that it does comparatively little commercial printing, the clerical organ now refuses to give the second increase.

Yellow Printing in Three Color Work

THERE are certain difficulties in working the yellow in three-color work, and a writer in *Process Work* gives some timely hints. He says: First place the yellow plates in perfect register by means of pulls in black already obtained from the blocks. As yellow does not allow of as close make-ready as the others, make ready in black ink exactly as with ordinary half-tone work—making blocks type-high—and, of course, hard packing.

Much care is required to manipulate the yellow ink. Being the first color, and the base to bear two other colors, it is necessary to obtain, not only the proper strength, but the exact shade. The very finest distribution is necessary for success. When a satisfactory and even color is obtained secure a sheet as guide and frequently compare this with the yellow running. This will tend to prevent the impressions coming off in a variety of shades.

Use the yellow ink just as it is received from the ink maker—do not in any way attempt to "improve" its working or drying qualities.

It is very important that the yellow should dry sufficiently before receiving the further impression of red or blue. This is a matter for the judgment of the machine man. If he is experienced he knows that there is a proper time to elapse before adding a further impression—he must not print too soon, and he must not allow the first impression to become too dry. Uniformity of temperature in the press room is a wonderful aid in ensuring success in this direction and in facilitating register.

Remember that the yellow dries by absorption into the paper; but the other colors cannot do this on account of the pores being filled with the yellow. Therefore, for drying purposes the red and the blue will require placing out thinly in racks and, in all probability, slip-sheeting.

Paper Uniforms

BOTH Japanese and Russian soldiers are wearing paper clothes.

"Kamiko," as paper clothing is called in Japan, is made of the real Japanese paper manufactured from mulberry bark. The paper has little "size" in it, and, though soft and warm, a thin layer of silk wadding is placed between two sheets of the paper, and the whole is quilted. Japanese soldiers realized the value of this kind of clothing when they had to weather a Siberian winter, but its only drawback is that it is not washable. A company in Yokohama is supplying large quantities of paper shirts to the Russian Army. They state, says the American Consul-General at Yokohama, that paper clothes are extensively manufactured in Japan. The garment sold by the firm is made of tough, soft fabric, strong enough to hold buttons sown on in the ordinary way, and appears to be very serviceable.

Near-Bankrupt Prniters

IN THE printing business, as in every line of effort, there are, and presumably there will always be, a small percentage of print shops always close to the danger line of bankruptcy. The proprietors of such shops are impossible as business men. They have as their motto, "To-morrow is another day," and as long as they get through to-day somehow they give little heed to to-morrow or next week or next month.

Because of their irresponsible business methods they often cross over the boundary line of bankruptcy, and the sheriff with his red flag is a fitting *finale* to a trade nuisance.

When printers of this class estimate they seem "to go it blind." If they have a chance they "soak the advertiser," but the advertiser who only patronizes such printers because he thinks that he is saving money, takes good care that he is not "soaked."

But he eventually is—good and plenty!

He gets work that is a disgrace to the printer's art—printing so poor that it is an abomination in the eyes of any reader with taste and that positively turns away trade. Everything worth having is worth paying for. Good printing is worth paying for. Good printing is worth a fair charge.—*Character.*

Drug Stores Merger

THE Riker-Hegeman, Riker-Jaynes and the Liggett drug stores are now combined under the control of the L. K. Liggett Company, formed in Boston on February 12.

The fifty-three stores in Greater New York and all others bearing the Riker-Hegeman name will be known as Liggett, Riker-Hegeman drug stores.

Stores bearing the Riker-Jaynes name will be called Liggett, Riker-Jaynes stores.

Liggett stores, in cities containing no Riker stores, will continue under the same name.

In all, 152 stores in the United States and Canada are controlled by the new corporation, making it the largest retail drug association in America.

The main offices of the company will be at 340 West 4th street, New York, where N. Mitchell, the advertising manager of the new syndicate, has his headquarters. Mr. Mitchell heretofore has been in charge of the advertising of the L. K. Liggett drug stores in Boston.

The new organization is the largest retail drug association in America. The Liggett Company is owned by the United Drug Company of Boston, at the head of which is Louis K. Liggett. The United Drug Company in turn is owned and controlled by 7,000 retail druggists throughout the United States and Canada now operating the "Rexall Stores."

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

WASHINGTON PROOF PRESS IN GOOD condition, will accept reasonable offer. Box 516, Printer and Publisher, 143 University Ave.

FOR SALE—PONY CAMPBELL PRESS. $600. Bed 23 x 30 in. Terms liberal. Chases for sale separate. Apply quick to Box 586, Oshawa, Ont. (tf)

FOR SALE—COTTRELL & BABCOCK drum cylinder press. Will take 6 col. quarto sheet. Is good newspaper and book press, and is in good working condition. Can be had at practically your own price, as it has been replaced by a two-revolution press. Andrew King, Enterprise, Rouleau, Sask.

FOR SALE

FOR SALE — NEWSPAPER AND JOB plant in live country town. Reasonable for quick buyer. Ill-health reason for selling. Write Box 513 "Printer and Publisher."

WANTED

WANTED — TO LEASE A WEEKLY newspaper in British Columbia or Alberta. Please send full particulars to Bertram Bourinot, Editor and Proprietor Richmond County Record, Arichat, N.S.

SITUATION WANTED BY APRIL 1ST BY experienced proofreader, on daily preferred, or book or job (union card), rapid, accurate, conscientious. Miss B, Box 515, Printer and Publisher.

EDITOR WANTED FOR GOOD, OLD-established weekly in one of the most progressive, large manufacturing towns in the province; man with ideas and one who knows his business; if satisfactory, may secure interest. Apply Box 517, Printer and Publisher.

A YOUNG, AMBITIOUS MAN WANTED—Printer to take the management of a well-established and profitable weekly paper and job printery in one of the best towns of Ontario. An opportunity seldom offering to young men. Salary to commence $60 per month, and 10 per cent. of the new business, which can easily be increased 50 per cent. over its present volume. Half interest offered if satisfactory. Box 518, Printer and Publisher.

Let's Get Down to Brass Tacks



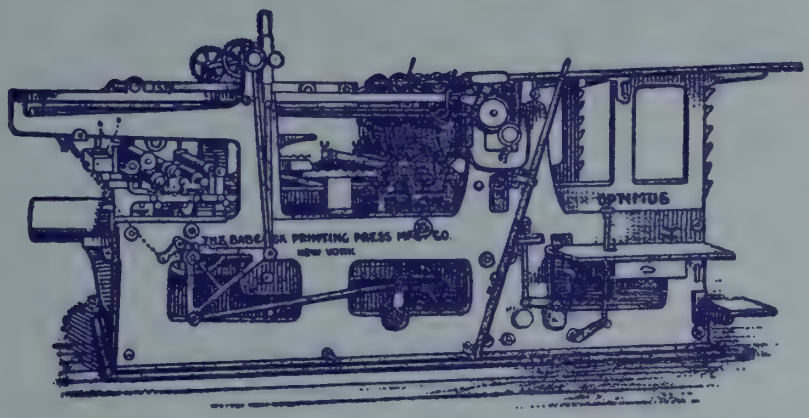
YOU cannot sidestep your problems. The increase in printing and the boys joining the "sojers" have put you up against the labor problem. Few are the print shops in Canada that have not lost from one to a half dozen employes.

The Want columns are continually asking for men for the printing trade.

Labor-saving machinery will have to be purchased. Consult *Printer & Publisher.* This may sound like tootin' one's horn, but it is not. It's a case of getting down to brass tacks.

THE MANAGER

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

One of the many fine things about the

PERFECT INK DISTRIBUTION

of the "OPTIMUS" is the wonderful new mechanism for driving the distributors. It must be seen, while not heard, to be appreciated. It is perfectly simple and absolutely noiseless.

A spiral shaft mounted in large, automatically oiled bearings is rotated by the reciprocating of the bed and transmits its motion to the distributors through bronze spiral gears.

It's as smooth as velvet.

It cannot even *wear noisy,* for spiral gears retain their correct shape, even though worn, as the driving nuts are adjustable and have three times the needed wearing surface.

The spiral shaft bearings are adjustable and each part is made of the material best adapted to its purpose.

The entire mechanism is powerful, silent and long lived.

The entire Inking Arrangement is a marvel of SIMPLICITY, DURABILITY, CONVENIENCE and ECONOMY.

To best serve his own interests, every printer should know this whole mechanism in detail.

Send for our catalogs, invite calls from our salesmen and

SEE the "OPTIMUS" INKING ARRANGEMENT in OPERATION

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

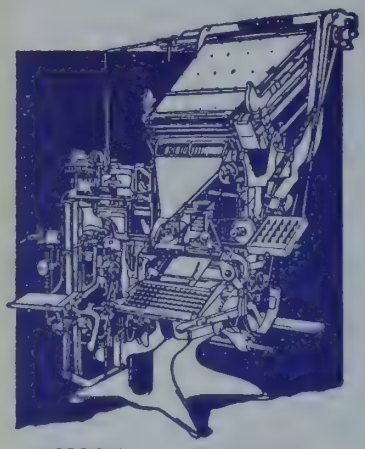
ORIGINATORS IMPROVERS DEVELOPERS

Every year for more than thirty years has seen marked improvements in Linotype machines.

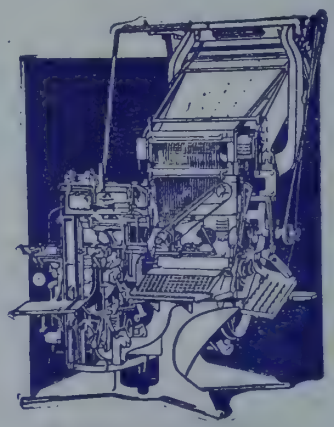
From the earliest model to the present Quick-Change Multiple Magazine Linotypes, the growth and development of "The Linotype Way" has always kept pace with and even anticipated the demands of the printing industry for composing machines adapted to its requirements.

Step by step the Mergenthaler Linotype Company has improved and developed its machines until the acme of perfection has been reached in

MULTIPLE MAGAZINE LINOTYPES



MODEL 8 LINOTYPE
Three Magazines



MODEL 9 LINOTYPE
Four Magazines



MODEL 14 LINOTYPE
Three Magazines with Auxiliary Magazine

CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne Street

CHICAGO
1100 So. Wabash Ave.

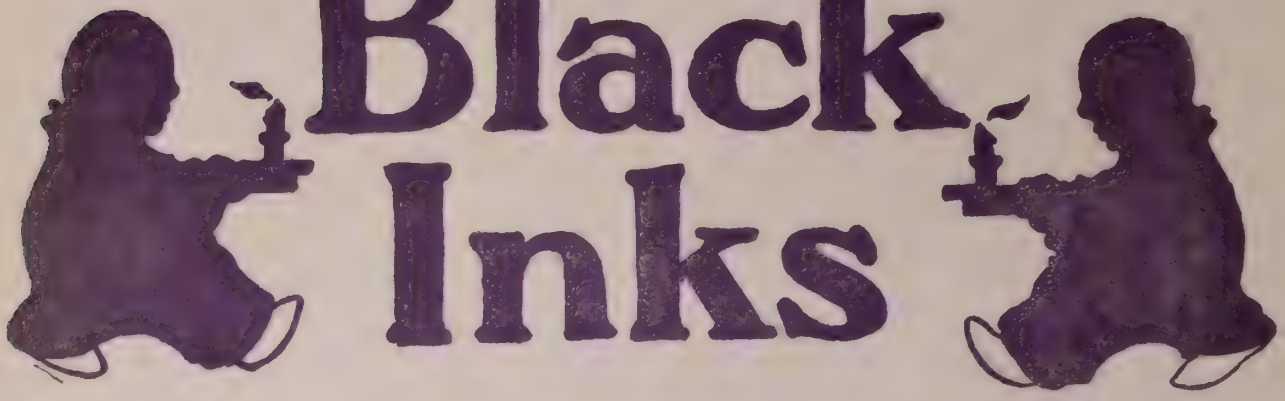
SAN FRANCISCO: 638-646 Sacramento Street

Printer and Publisher

April
1916

The MacLean Publishing Co., Limited
Toronto : Montreal : Winnipeg

We're specialists in



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

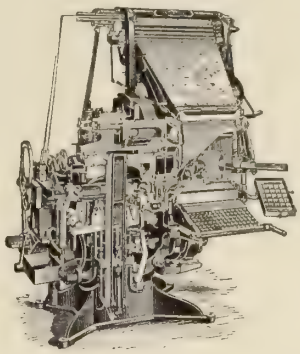
Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.

THE INTERTYPE
FAIR PLAY ~ FAIR PRICES ~ FAIR PROFITS

Announcement



TO PUBLISHERS AND PRINTERS:

DEAR SIRS:

As one of the final steps of the reorganization of the International Typesetting Machine Company, the Reorganization Managers purchased for $1,650,000 all of the assets of that Company. Those assets have been in turn acquired by this Corporation, chartered for that purpose.

Among those assets are one of the most modern and best equipped manufacturing plants in this country and all the patents, rights, etc., covering a line-casting machine of tried efficiency. The Corporation has also taken over the services of the highly skilled technical staff developed by its predecessor and held intact during the period of reorganization. So equipped this Corporation starts its career free from bonded or unsecured indebtedness and provided with ample cash resources. Its policy and operations will be determined and directed by a Board of Directors of known business and financial standing.

For information regarding its ability to meet its engagements you are referred to its bankers, the American Exchange National Bank, the Chase National Bank and the Equitable Trust Company, of New York, the Brooklyn Trust Company, of Brooklyn, and the Union Trust Company of Providence, R.I.

It has been reliably reported to me that a rumor has been industriously circulated to the effect that the property was acquired merely to protect the interests of former bondholders and with a view to resale and liquidation. I characterize that statement as absolutely without foundation. The purpose of the Board is to continue uninterruptedly and permanently the manufacture and sale of Intertype machines and supplies, and to deal with the Printing Trade on the basis of fair play, fair prices and fair profits.

President.

The right of this corporation to manufacture and sell Intertype machines has been sustained by decision of United States Court of Appeals, dated November 9th, 1915, and by United States District Court, dated March 1st, 1916. For particulars, see our announcement folder.

INTERTYPE CORPORATION

NEW YORK WORLD BLDG. | CHICAGO RAND-McNALLY BLDG. | NEW ORLEANS 361 CARONDELET ST. | SAN FRANCISCO 86 THIRD STREET

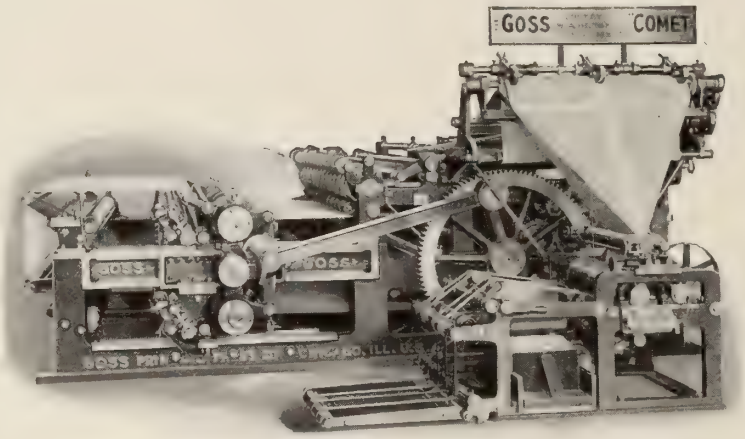
Say you saw it in PRINTER & PUBLISHER

THE FOUNDATION UPON WHICH THE GOSS COMET PRESS STANDS IS THE SOUND BASE OF

COMMON SENSE

WRITE FOR FULL PARTICULARS

A FLAT BED WEB PERFECTING PRESS THAT WILL PRINT 4, 6 OR 8 PAGES OF 6 OR 7 COLUMN NEWSPAPERS FROM ROLL PAPER AND TYPE FORMS



BUILT UPON HONOR BY SKILLED WORKMEN USING BEST MATERIAL

ECONOMY OF MAINTENANCE	QUALITY OF PRODUCT	SIMPLICITY OF CONSTRUCTION	RELIABILITY IN ACTION	CONVENIENT TO OPERATE
THE COMET DOES NOT WEAR TYPE, NO BACKLESH IN THE GEARING	THE COMET IS EQUIPPED WITH BALL BEARING IDLE ROLLERS OVER WHICH THE PAPER TRAVELS	THUMB SCREW INK FOUNTAIN ADJUSTMENT FOR EACH COLUMN	ALL CAMS AND GEARING ON THE OUTSIDE OF FRAME EASILY ACCESSIBLE	
SIX COMPOSITION ROLLERS AND TWO INK FOUNTAINS EQUIP THE PRESS	A 5 H.P. MOTOR IS AMPLE POWER TO OPERATE THE COMET	THE WEB ADVANCES WHILE THE CYLINDER ROLLS. NO DRAG UPON THE WEB	THE BLANKETS CAN BE TIGHTENED WITHOUT REMOVING CYLINDER LIDS	A ROTARY FOLDER PRACTICALLY TAPELESS
AUTOMATIC WEB TENSION AND PAPER ROLL GOVERNOR	THE COMET FOLDER IS PLACED AT THE SIDE OF THE PRESS SO THAT BOTH STRANDS OF WEB WILL ANGLEBAR ALIKE	DOUBLE INKING VIBRATORS TO CUT THE COLOR	INTERCHANGEABLE COMPOSITION ROLLER STOCKS	

GUARANTEED

Manufactured by

THE GOSS PRINTING PRESS CO.

CHICAGO OFFICE
16TH ST. & ASHLAND AVE.

NEW YORK OFFICE
No. 1 MADISON AVE.

QUALITY FIRST

First in Peace *First in War*

Printing Inks
Printers Rollers
Padding Gums

Made in Canada

Canada Printing Ink Co., Limited
15 DUNCAN STREET TORONTO, ONTARIO

Wilson-Munroe Co., Limited
TORONTO

WE MAKE A SPECIALTY OF

"ROLLAND" HIGH-GRADE PAPERS

MADE IN CANADA

and carry large stocks of all their well-known lines with
ENVELOPES TO MATCH.

SUPERFINE LINEN RECORD	White, Azure, Buff
CANADIAN LINEN BOND	White
EARNSCLIFFE BOND AND LEDGER	White, Azure
EMPIRE LINEN BOND	White, Tints
CROWN LINEN LAID	White, Azure
COLONIAL BOND AND LEDGER	White, Azure, Tints

¶ Prompt shipment of all orders at all times.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Say you saw it in PRINTER & PUBLISHER.

SOME RARE BARGAINS

In Newspaper and Magazine Printing Presses

***Hoe Two-Revolution Flat-Bed Press,**
Modern Machine with Front Delivery, takes paper 36 x 54 inches.

***Duplex Flat-Bed Perfecting Press,**
Angle Bar Pattern, prints 4, 6 and 8 pages. Also a similar machine printing 10 pages.

Goss Single-Roll Press,
Prints 4 and 8 pages.
Also Scott and Campbell Machines of the same capacity.

Goss Two-Deck 16-Page Press,
Prints 4, 6, 8, 10, 12 and 16 pages.
Also a similar machine printing 20 pages.

***Goss Monitor Press,**
Prints 4, 6, 8, 10 and 12 pages.

Potter 2-Deck Press,
Prints 4, 6, 8, 10, 12 and 16 pages.

Scott Two-Deck Press
With Color Attachment,
Prints 4, 6, 8, 10, 12 and 16 pages.

***Potter Three-Deck Press,**
With Color Attachment,
Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 pages.

Goss 28-Page Press,
Prints 4, 6, 8, 10, 12, 14, 16, 20, 24 and 28 pages.

***Goss 4-Deck Press,**
Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 and 32 pages.

Goss Sextuple Press,
Prints from 4 to 48 pages.

The machines marked with a star are at present stored in Canada

MAGAZINE AND PERIODICAL ROTARY WEB PERFECTING PRESSES

Cottrell 64-Page Machine, for pages 6¾ x 9¾ inches.
Cottrell 16-Page Machine, for pages 11½ x 16½ inches.
Goss 32-Page Machine, suitable for fashion sheets and periodicals. Delivers in signatures of 8 and 16 pages. Page size 11½ x 16½ inches.
Scott 32-Page Farm Journal Machine, for pages 10⅝ x 15 5-16 inches.

We also have several excellent **Reconstructed Presses of Our Own Make,** and a large assortment of **Stereotyping, Electrotyping and Photo-Engraving Machinery,** all of which will be carefully repaired and put in good working condition.

If you need increased facilities, now is the time to provide them. Another such opportunity may not occur again.

Let us know your requirements; we probably have the machine to meet them and will make the **Price and Terms Right.**

For further particulars apply to

R. HOE & CO., 504-520 GRAND STREET NEW YORK., N. Y.

ANNOUNCEMENT

On account of the great increase in the cost of raw materials and the large advances in labor cost, we find it necessary to make a general advance of ten per cent. over present prices, and slightly more than this on certain machines. This increase is effective March 1st, 1916.

We earnestly suggest to all lithographers, printers and publishers who contemplate adding to their equipment during the next year or so, that they place their orders at the earliest possible date, as further increases in prices will undoubtedly be necessary.

All quotations are made for prompt acceptance, and are subject to change without notice.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

NEW YORK:
Broadway at 42nd Street
Brokaw Building

MAIN OFFICE AND FACTORY:
PLAINFIELD, N.J.
Monadnock Block, CHICAGO

This design is a TRADE MARK guarantee of quality.

We have on hand an extensive stock of

BOOK, WRITING AND COVER PAPERS

at reasonable prices, and invite your enquiry.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnscliffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.



An Up-to-Date Plant

Equipped with all the Latest Appliances along with the Best Skilled Workmanship for the Production of

FINE ART WORK
HALF TONE & ZINC ENGRAVINGS

Reliance Engraving Co.

143 UNIVERSITY AVE. TORONTO

ESTABLISHED 1879

GOES

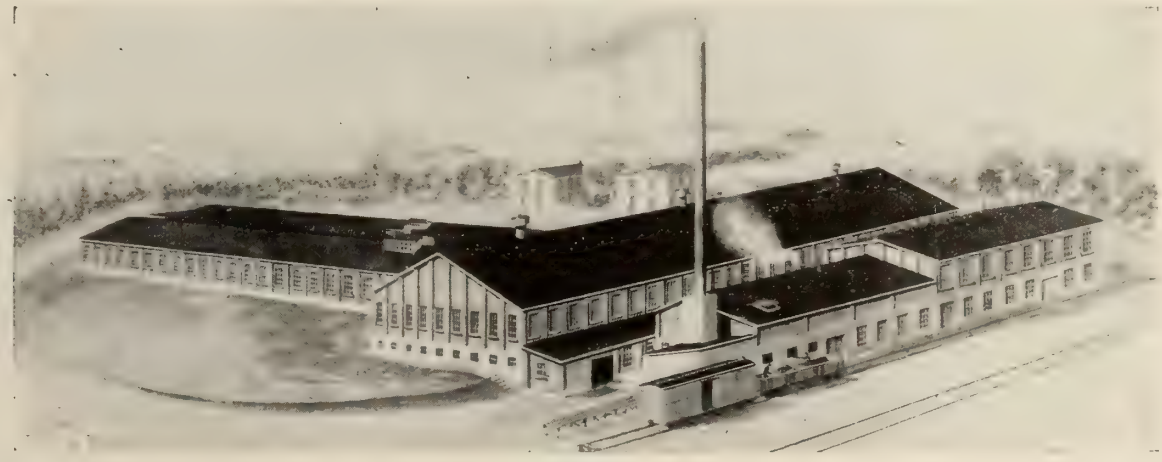
Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1917 - CALENDAR PADS - 1917

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST.



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

Say you saw it in PRINTER & PUBLISHER

Do You Know Taffeta Covers?

Papers that will help you to get the job from the man who figures close.

A low-priced cover, suitable for lightweight booklets and catalogs. Especially fitted for large runs to be distributed with package goods or through retail stores.

Taffeta is made in seven light shades and two weights—20x25—40 lbs., and 22x28—60 lbs. At this time, when paper values are soaring and the need for a less expensive stock arises daily, Taffeta is of exceptional interest.

Let us send you samples direct, or get them from our nearest jobber whose name we will give you on request.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

The J. L. Morrison Co.
445-447 King Street West
TORONTO

Complete Bindery Outfits

We carry in stock a complete line of all machines used in the Bindery in our warehouse here, and can ship promptly.

Supplies Department

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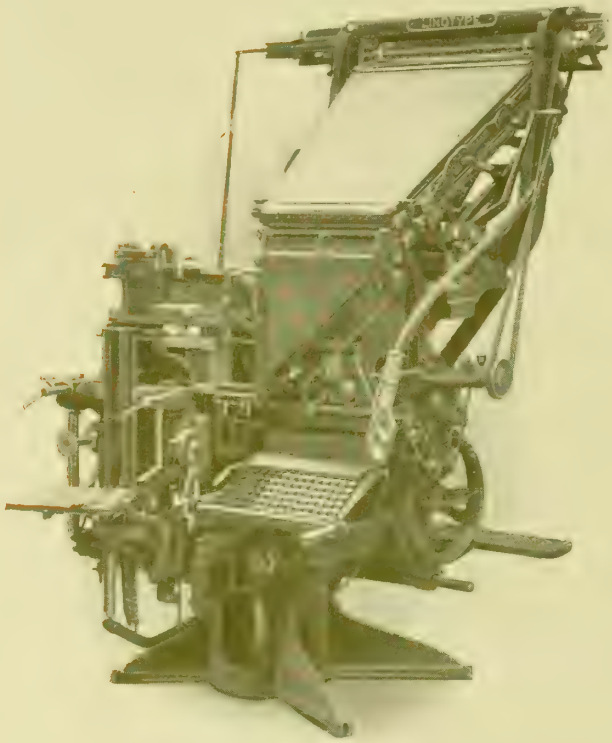
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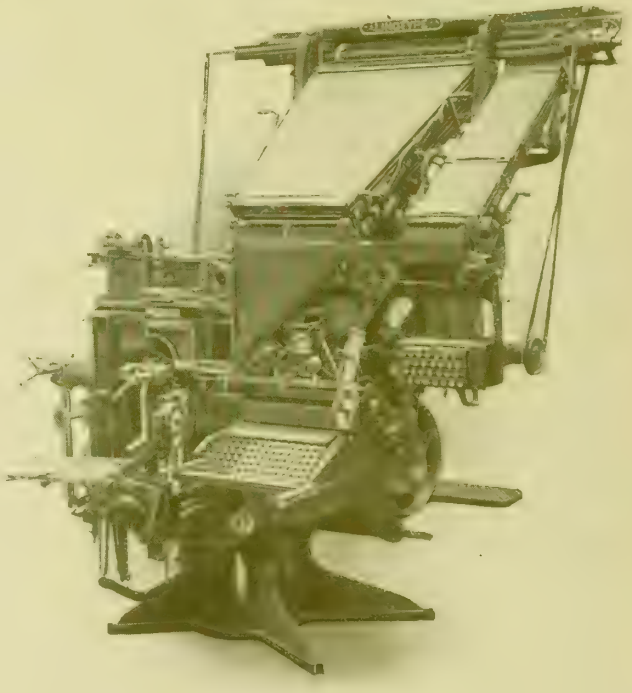
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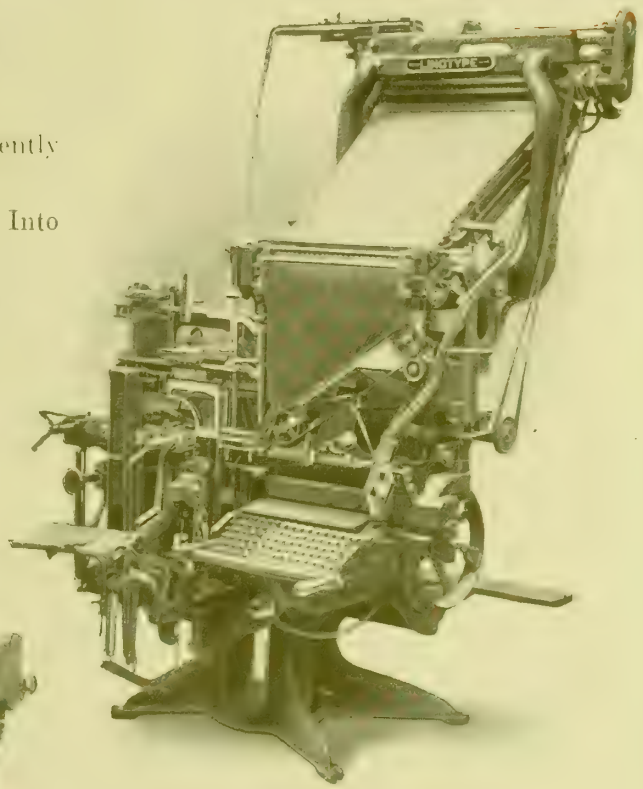
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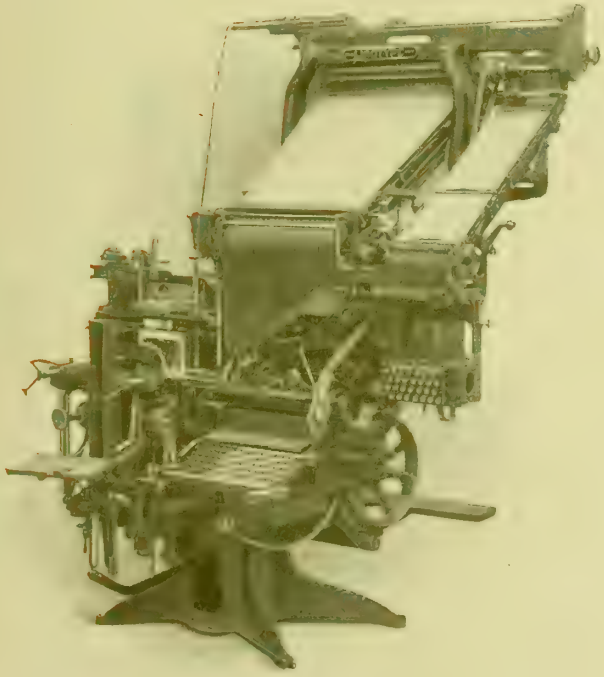
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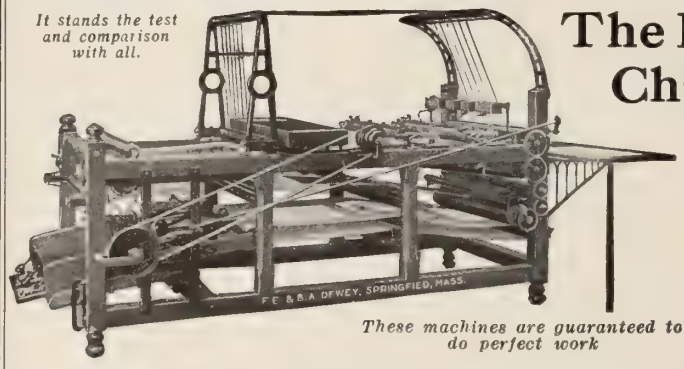
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Vol. XXV. **Toronto, April, 1916** **No. 4**

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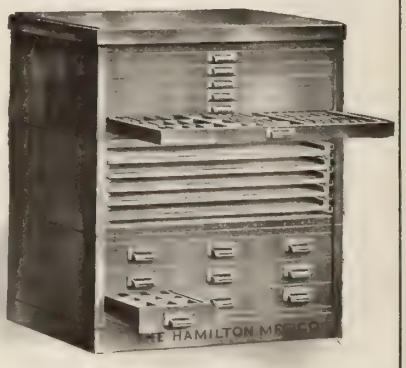
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The Work of Schools of Journalism in America

A Ten Years' Summary—The Eleven Divisions of Journalism —A Syllabus — How Schools of Journalism Serve the Public — Research Work — Schools of Journalism for Canada

By MERLE THORPE
Dean of The Department of Journalism, The University of Kansas

IT SEEMS to be time for teachers of journalism to take stock. Many of us have been pioneering for nearly ten years. We have made mistakes, but we have also discovered many truths. The editors of the country have treated us exceptionally well, when we recall the advent of medicine, law, engineering and agriculture into our college curricula. Those editors who had little faith in the efficacy of teaching journalism have charitably held their tongues, while others, with that fine optimism for which the newspaperman is noted, have lent us their help in making good.

To scholastic circles the teaching of journalism presented at first a frightful mien, but after the first years of endurance came toleration, if not pity, though the idea arouses yet in some schools misgiving on the part of the older departments.

The most loyal supporter the department of journalism has among the editors of Kansas said to me the other day: "You ought to put on demonstration classes during Kansas Newspaper Week; some of the boys are wondering just how it is done. There is a suspicion that it is mostly fluff."

A University president a month ago showed by his attitude that he considered courses in journalism nothing more than teaching students the "tricks" of the game, the nomenclature, the hand and leg devices, in other words the instruction that is given a boy who is learning in a trade school how to handle the saw and hammer and plane and chisel. If these two criticisms from widely different points of view were unusual I should not worry. But they are typical of attitudes of mind, and generally honest impressions, and as such should be met by us.

As teachers we ought to be forehanded and present a constructive programme before we are placed in the embarrassing position of being compelled to offer a brief for the defense.

Now is the time for this taking of stock.

The American Associationof Journalism Teachers in annual convention at the Uni-versity of Kansas April 21 and 22 will make a comprehensive survey of the whole subject of journalism teaching. The proceedings will be published in full and distributed widely among publishers and educators of the United States. The proceedings might well be Volume One, Number One, of a Journalism quarterly.



MERLE THORPE.
Dean of the Department of Journalism, University of Kansas, and President of the American Association of Journalism Teachers.

To make a report so comprehensive the work will have to be divided among a large number of teachers. I am assigning to each of twenty-four men the task of preparing carefully and completely one cognate phase of the survey. In the absence of the advice of my colleagues I have taken the liberty of organizing the study and discussion along the lines of the three functions of a university, namely

TEACHING
DIRECT PUBLIC SERVICE
RESEARCH

The subject matter of journalism will be grouped under eleven divisions, namely,

1. News, its handling and treatment.

2. Editorial, material and methods
3. Editorial direction, ethics
4. Administration, business systems, records, cost-finding
5. Advertising
6. Circulation
7. History and philosophy of journalism, comparative journalism
8. Cartooning, illustrating
9. Printing, engraving
10. Specialized journalism, agriculture, etc.
11. The magazine field.

The classification is doubtless imperfect and incomplete; if it were otherwise there would be no need of a conference. It will be the Association's business, with views from every quarter, to shape the raw material into something logical and comprehensive.

These eleven subjects will be investigated in their relation, first to (1) Teaching, then (2) Direct public service, and then (3) Research.

Under each subject I have set down topics that occur to me as I write. There is no attempt to cover the field; other topics doubtless more significant will readily come to mind.

I. TEACHING

1. News, Its Handling and Treatment.

(*a*) The best methods employed in the various schools *and offices* in the teaching of the subject of reporting and editing news. Text books, supplementary texts and bibliography. Equipment, apparatus, library, exchanges. Utilizing the college paper and other papers, collaboration with University's publicity department.

(*b*) Supplementary courses in other departments as now given and as they should be given in order to meet the highest needs of the student in the news courses. For example: Where should the emphasis be laid in American history, philosophy, English literature, in the sciences, etc.? Any new courses desirable?

2. Editorial, Material and Methods.

(*a*) Various plans of various schools *and offices* in teaching editorial writing. Text books and supplementary texts and bibliography. Equipment, library, apparatus, and exchanges. What outlet to provide student with benefit of reaction? What proportion of material should be purely local? Editorial page features, etc.

(*b*) Supplementary courses in other departments now available, or which could be made available by changing the point of emphasis. New courses that might be offered in psychology, sociology, economics, politics, etc.

3. Editorial Direction, Ethics.

(*a*) Executive training, how is it being taught? How to plan campaigns for community betterment and to carry them out to successful conclusion? What is being done to teach ethics? How is the student taught to appreciate the power of the newspaper, and at the same time impressed with a tempering sense of the responsibility to his community, say, in the handling of criminal news, etc. Should journalism students be required to take a Hippocratic oath? The Dean of the University of Kansas Medical School refused a young man a degree on the ground that he had a low standard of morality; should a journalism student's attitude of mind toward his profession be considered, etc., etc.?

(*b*) What courses in ethics, public opinion, psychological sociology, might be advantageously given in connection with this course? What practical work on the outside? Should a jourialism student, as in some engineering courses, be required to do three months' field work, at, say, the end of his Junior year?

4. History and Philosophy of Journalism, Comparative Journalism.

(*a*) What is being taught and what ought to be taught in the History of American journalism, and the journalism of other countries. The dearth of material in most libraries and what recommendations in obtaining a text. What can be done in the way of drawing a philosophy from history, getting at the action and reaction of this tremendous force upon civilization? Who shall furnish the rank and file of us with this material?

(*b*) What are the history departments doing to supplement this course? What could they reasonably be asked to do? What unreasonably asked to do? Is a philosophical and historical text to come by collaboration of teachers?

5. Administration.

(*a*) Range of courses already offered; perhaps an outline of an ideal course covering the business side of the newspaper to that of the general publisher. The best methods now in use of teaching management, cost-finding, system, model records, and short cuts to greater efficiency. Getting at the value of the newspaper property, the expense, general and overhead, resources, creating by-products, etc., etc.

(*b*) Supplementary courses in the University curriculum which could be used; what new courses could be offered in such subjects as economics, business research, law, etc.

6. Advertising.

(*a*) The best methods of teaching advertising, the combining theory with practice. Shqld it go as far as to include instruction in salesmanship? Texts used or reference books. Equipment for teaching. Practical work on the college and other papers.

(*b*) Supplementary courses available in other departments., etc., etc.

7. Circulation.

(*a*) The best methods of teaching the principles underlying circulation. Texts used, etc. Equipment, etc. The application of theory, etc.

(*b*) Supplementary courses available in other departments, etc.

8. Cartooning and Illustrating.

(*a*) What courses are offered at present? How far could a journalism department or school be expected to carry this instruction? Principles only for executives? Or an art department?

(*b*) Supplementary courses in School of Fine Arts available, etc.

9. Printing, Engraving.

(*a*) What is being taught at present, and how? Trade technical, or laboratory? What equipment necessary?

(*b*) Supplementary courses available in other departments, etc.

10. Specialized Journalism, Agriculture and Other Trade Journalism.

(*a*) What courses are now offered, and how? What texts and reference books? Equipment, library, exchanges. Utilizing the college paper in special editions, chemistry, engineering, etc. Preparing articles for trade publications, etc.

(*b*) Supplementary courses. What do other schools and departments offer, and what are departments of jour-

nalism offering the engineer, the chemist, the biologist, the lawyer, the doctor, the agricultural student, who does not wish to follow the practice of his profession but to teach by the printed word? (See first general suggestion following.)

11. The Magazine Field.

(*a*) What courses are now offered and how conducted for the special magazine writer? The fiction writer? What texts and supplementary reading and references? What outlet? What practical work? Should, for example, the department of journalism be expected to teach the principles of play-writing? Could it be done here most economically because of the connection with its work in dramatic criticism?

(*b*) Supplementary courses now available, etc., etc.

AT THE annual meeting of the Canadian Press Association held in Toronto last September, Dr. Falconer, President of the University of Toronto, addressed the convention on the subject of establishing departments of journalism in connection with Canadian Universities.

At the conclusion of his address and the discussion following it, a committee was appointed to bring a report at the next annual meeting.

In view of this history, and of the importance of the subject, PRINTER AND PUBLISHER *is printing in full the accompanying report of the President of the American Association of Journalism Teachers to the members of the Association, prior to the Convention to be held this month, in the belief and hope that this survey will advance the project of having Departments of Journalism in connection with Canadian Universities.*

The matter of President Thorpe's report is exceedingly interesting and is suggestive of the curriculum that can be devised for the education of journalists desiring an academic training in this specialized field of human endeavor.

II. DIRECT PUBLIC SERVICE

In the interest of brevity it seems unnecessary to give a detailed outline of the second and third main divisions of the study. Each member of the Association is familiar with the ways in which his college or university is attempting to utilize its teaching force, its laboratories, its library, and research work in benefiting the state's industries and professions. Some state universities have gone into this much further than others and there is some question as to the amount of such work that ought to be done. We in the field of journalism teaching have encouraged journalism conferences, short-courses for editors, district and state meetings; we have passed on, by word of mouth and by bulletin to our state editors and publishers, the information we have gathered for our students; we have furnished model records, cost blanks, instructions to country correspondents, suggestions in news handling, circulation building, community service, advertising, management; we have assisted publishers in organizing ad clubs, in presenting the claims of the old home paper to commercial bodies; we have acted as employment bureaus; we have established clearing houses for the buying and selling of newspaper properties; we have exchanged new type for the country editor's worn-out product in an effort to better his typography; we have sent men directly into the offices with cost-systems and efficiency methods; we have published periodicals designed to inspire and unify and inform the state's publishing industry.

Are we on the right track? Should we encourage this service idea? Will it get away from us? At the University of Kansas it has grown to such an extent that the department of journalism receives 200 letters a month from editors, publishers, and printers, asking for information and advice.

The horticultural industry receives daily service from a state university; trees are inspected and sprayed; nursery stock is inspected; research fellows are studying destructive green bugs and the university discovers, propagates and distributes parasites. It experiments, discovers, develops, and puts into operation methods by which the alfalfa yield of a state is increased one-third.

In every department there is precedent for this state service work. The University will even carry a bottle of cholera serum across the state to save a farmer's pen of hogs.

To the journalism teacher who feels that all these forms of state service work are sanctioned by their relation to the development of natural resources, public health, economic waste, effciency in government, or general intelligence (through its extension division activities) might not the state point out that anything the University can do to improve the publishing industry is strengthening the arm of the one agency that more than all others combined, makes effective all forms of the university's public service work?

The question confronting us is: What direct state service should the state and society legitimately expect of the state's department of journalism? One suggestion will be made under each; others will readily present themselves.

1. News.

A few years back educators fondly thought that this question of higher education by the state was settled forever. But to-day there is widespread unrest; in several states the people, through the legislatures, have crippled the institutions of higher learning. The adverse criticism comes largely through a lack of information as to the purpose and work of the institutions themselves. Is it too much for the state, and the publishers, to ask that the department of journalism, through its facilities, popularize the University's activities by news services?

2. Editorial, Material and Methods.

Should not the editor of the smallest weekly in the state be able to get through the department of journalism all the information the university's laboratories, libraries, and specialists can afford him, for an intelligent handling of his local problems in municipal lighting, paving, water supply, or what not?

3. Editorial Direction, Ethics.

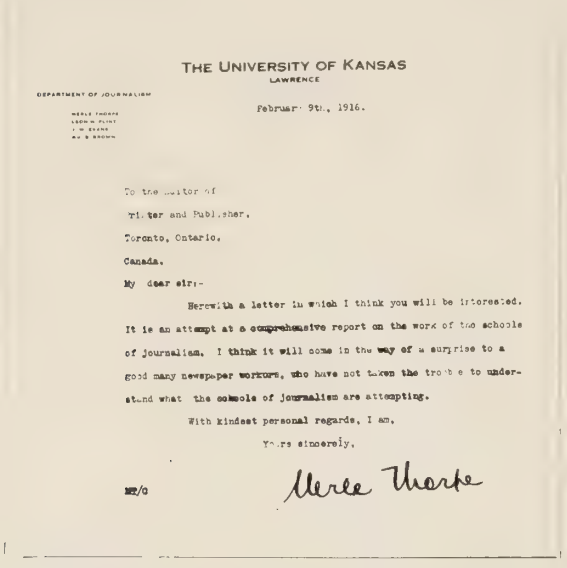
Is there anything the department of journalism can do in helping to raise newspaper standards, accuracy, fair-play, honest advertising, etc.?

4. Administration.

Since editorial influence is largely dependent upon business success, is it not desirable for departments of journalism to take to the publisher the best methods of business management?

5. Advertising.

It is acknowledged that there is a tremendous economic waste through injudicious and fraudulent advertising; in what ways can a department of journalism become an advertising counsellor?



THE UNIVERSITY OF KANSAS
LAWRENCE

DEPARTMENT OF JOURNALISM

February 9th., 1916.

To the Editor of
Printer and Publisher,
Toronto, Ontario,
Canada.

My dear sir:-

Herewith a letter in which I think you will be interested. It is an attempt at a comprehensive report on the work of the schools of journalism. I think it will come in the way of a surprise to a good many newspaper workers, who have not taken the trouble to understand what the schools of journalism are attempting.

With kindest personal regards, I am,

Yours sincerely,

Merle Thorpe

MT/O

This letter gives Mr. Thorpe's own view of the accompanying article in relation to Canadian publishers.

6. Circulation.

What can be done in providing follow-up letters in collections, solicitations, model records, and in developing a responsive circulation?

7. History and Philosophy of Journalism.

Can a department of journalism, perhaps through a publication, arouse a professional consciousness by stimulating the editor's interest in the historical and philosophical aspects of journalism?

8. Printing.

Should the university attempt to raise the standards of the art preservative through short courses in typography, and criticism of newspapers and job work?

9. Specialized Journalism, Agriculture, Etc.

Can the university do for the other class papers what the agricultural college has done for the agricultural paper?

III. RESEARCH

Most industries and professions rest in the assurance that the University laboratories are protecting them by collating and by investigating scientific facts. Little if anything has been done for the publishing industry by the Universities, yet publishing is the fifth industry in the United States. Is this because there is nothing that can be made the subject of research, or have departments of journalism not yet gotten around to this activity?

1. News, Editorial and Editorial Direction.

Is there opportunity for sociological investigation into the sources of newspaper influence in addition to the investigation of best methods used by successful publishers.

2. Advertising, Administration and Circulation.

Is there not material for investigation in conjunction with the psychological laboratories of the laws governing successful advertising, as well as the study of the most efficient methods of administration?

3. History and Philosophy of Journalism.

Is it not incumbent upon departments of journalism to seek out the historical significance of journalism, and the part it has had and is having in social and economic progress?

The whole question of research will be brought to the attention of the publishers of the country before the meeting in April, and a complete report on its possibilities and limitations presented at that time.

GENERAL SUGGESTIONS

1. Is it desirable for schools and departments of journalism to develop their work with the idea of encompassing the whole of such a programme as outlined herein, or should a co-operative plan be followed involving the intensive development of specialized subjects by different schools?

2. What should be our aim: To train the student for a job in June, 1916, or for one in 1926? In other words, should the emphasis be laid on technical skill, intensive though narrowing, or on the acquirement of breadth and depth, at the possible expense of initial power? Where shall the line be drawn as between efforts to develop the journalist of to-day or the journalist of to-morrow?

3. Should we work toward a standardization of degree, a standardization of first year courses?

CONCLUSION

Such a program, it seems to me, is big with possibilities. It should give the individual teacher a larger comprehension of his subject in its various correlations. The reports and discussions should add to his fund of successful teaching methods. The crystallization of the studies and discussions into a Proceedings should increase the respect for our work, in both the educational and publishing worlds. It should advance by years the teaching of journalism by showing the way to organization and standardization in our departments. It should help us, through the service ideas brought out, to make our departments indispensable alike to our institutions, the publishing world, and the public generally.

The Commission of Conservation

Every issue of *Conservation*, the monthly bulletin published by the Commission of Conservation, Ottawa, contains matter which the publishers of Canada can use with advantage to the nation The March issue of this publication for example, makes an appeal for educational work in protecting bird life; calls upon municipal health officers to organize a clean-up day; calls on everyone to destroy the early fly; makes a plea for the preservation of forest and shade trees; has a message relating to the beautification of farm home grounds.

Publishers can and do obtain many inspirations from *Conservation;* and the Government is to be commended for its spirit and enterprise in producing this publication.

Soaring Ink Prices

Carbon black is the principal coloring matter used in the manufacture of black inks, and its growing scarcity is having its effect on prices. The makers of automobile tires are becoming large users of carbon black, and this added demand is a contributing factor to the increase in price.

Money-Loving Printers Shown Where Money Lies

Many Good Orders Within Easy Reach — Definite Suggestions for the Getting of Business — The Printer as a Publisher — The Printer's Allies

IN SIGHT is the Collegiate Commencement season, when the graduation exercises of High Schools, Collegiate Institutes, Boys' Schools and Ladies' Colleges will occur.

These occasions demand commencement programs and invitations, and these in turn demand very choice paper stock and the most artistic typography of which any printer is capable.

These prospective events can and should be turned to profitable account by local printers. Let the printer devise something attractive and adequate, and let him submit in the form of a dummy his idea or ideas. It may be wise to requisition the services of an artist, and even of a typographer of known ability to lay out the job. Select typefaces, and ornaments. Perhaps your wholesale paper house—the house supplying you with superfine papers—may be able to help you—by suggestions.

* * *

June weddings! Harder to solicit this business, since cupid is not always communicative early enough, yet the business can be solicited. Samples of work done other years can be prominently shown; and will have good effect if attention be directed to them.

Then there is this suggestion: let a printer prepare a demonstration invitation and an announcement, and send these to a select list of matrons and maids in his community. An explanatory note should accompany these examples—a note calling attention to type wording, and stationery. These will thus become standard in the judgment of those receiving them, and will cause talk. All this talk is first-class advertising. Orders will follow, and will come many times from families that have not been on the printer's mailing list.

* * *

Here's a suggestion: Let the printer prepare a booklet, entitled "What to see in and about (name of town or city)." These booklets can be sold to local stationers, to private individuals to hotels, to livery men, to local manufacturers and retailers.

To sell booklets of this sort the printer must be able to show those he solicits to buy how the distribution of these booklets will advantage them. Take the livery man, as an example,—a man who has horses and carriages, and motor cars for hire. This man can suggest to residents and visitors that they should become better acquainted with the beauty spots of the county or neighborhood. Within a radius of say twenty miles, there may be many places and objects of interest and charm; a waterfall, an old church, a cave, an old mill, a fine picnic-ing ground, a picturesque landscape, good boating, a popular resort. A livery man will be quick to see the advantage to him of suggesting to his fellow-citizens and to visitors that they should visit these places; and the printer should help him further, by undertaking to mail for him the booklets which he, the liveryman, is asked to buy. The proffer of this extra service may be the one thing needful to get the order.

* * *

Holiday time is drawing near. Families will be going to their summer homes, and will take with them supplies and equipment of various kinds. In this circumstance lies an opportunity for a wide-awake and energetic printer: he can prepare a 4-page sheet, or a booklet, or a card for gratuitous distribution to his fellow townsmen, by mail or boy, on which are assembled the announcements of local firms. Some letterpress of allied character can very profitably accompany these advertisements: suggestions as to what to take, and what to omit; little tips on camping; something relating to clothing and comforts; and so on.

This idea, put before local firms, coupled with the definite undertaking to give what is printed good distribution will get orders. A dummy should be used in canvassing.

* * *

How does his garden grow? In this question lies an idea. Gardening will be in full swing in a few weeks. What do garden owners and makers buy?

Let the printer prepare a booklet, card or miniature newspaper which will assemble the advertising of all those firms supplying the professional and amateur gardener with their requisites—seeds, plants, fertilizers, tools, hose, lawn-mowers, gloves, sprinklers, glass frames, trellises, baskets, flower-pots, shipping cartons, twine, pruning tools, wire-netting, and so on.

* * *

It is furnishing time with many. Let the idea outlined above suffice to define to the alert printer a good field for his creative energy.

* * *

Let a printer explain to local manufacturers, retailers, professional men and others that he is preparing a loose-leaf index of all those firms in his town, city or county, serving the public; and that he means to distribute this index to 1,000, 2,000, 5,000 families in his territory. Let him show a specimen leaf, perforated for binding in a cover. Let him show the cover. Let him show the list of names of those who will receive this little directory. Let him do all this, and he will get orders.

* * *

Individual retailers are always prospects for the printer with ideas. They have merchandise or service to offer, which they want others to know about.

Here is a wall-paper dealer, for example. Why should not he have prepared a leaflet or booklet whose letter-press contents would be hints and help pertaining to the papering of rooms—how to remove old paper with a minimum of labor; how to put on new paper; how to calculate the quantity of paper required for a room, the factors being the length and depth of walls, the width of paper, the length of a roll, with the necessary deductions for doors, windows and other unpapered portions. The book would contain helpful suggestions regarding the choice of paper, what style or color of paper to choose for north, south, east and west rooms; for low and broad rooms, for high and narrow rooms; for dark rooms; for bedrooms; library, den, sitting-room and parlor. How to make paste. What kind of brush to use. How to clean wall-paper; and so on.

All this information will be supplied on application by the retailer to the manufacturer from whom he has purchased his paper. This manufacturer will supply engravings free.

Needless to say that a booklet of this nature would be appreciated by a retailer's customers and should be customers; and would be first-class advertising.

W. R. Davis, of Mitchell, Ont., 56 Years a Publisher

The Beginning of a Newspaper Career — The Toronto Globe's Oldest Ex-Employee — The Founding of The Mitchell Advocate — A Happy Old Age

COMING to Canada with his parents in the fifties and settling in Quebec city, where he entered the office of the *Mercury*, where the only printing press in use was an old hand press, was the commencement of the long and successful newspaper career of W. R. Davis, editor of the Mitchell *Advocate*.

From Quebec he went to Toronto, and worked on the *Globe* in 1856 and 1857. Leaving Toronto, he settled in Ayr, and finished his trade on the *Observer*. On April 7, 1860, he went to Mitchell, and started the *Advocate*, and has been its sole guidant ever since; and to-day, although in his 76th year, spends eight hours daily at his desk.

FOUNDED HIS PAPER 56 YEARS AGO

The opportunity comes to very few publishers to celebrate the fifty-sixth anniversary of their publication, under the same management that brought it into being. Through a kind Providence it has fallen to the lot of the *Advocate* to enjoy this rare distinction. With the issue of April 7, the *Advocate* completes the fifty-sixth year of its publication, without missing a single issue and it celebrates its anniversary under the same guiding hand that launched it upon the troubled sea of Canadian journalism; a record, it is believed, that no other paper in Canada can lay claim to.

That the *Advocate* encountered its full share of storm and stress of weather upon those troubled seas is true, but at no time was it ever in danger of shipwreck. So steady and sure has its progress been that the year just past has been the best in its history. Mr. Davis lays claim to no great achievements, but taking a survey of the field of Canadian journalism since the *Advocate* entered it fifty-six years ago, Mr. Davis may speak with pardonable pride of the measure of success that he has attained, and the distinguished position that his journal now holds among its contemporaries.



W. R. DAVIS

Proprietor and editor of the Mitchell Advocate, now in his 76th year. He is the oldest surviving ex-employee of The Toronto Globe, having worked on that newspaper in 1855-56. He celebrates his 56th anniversary as publisher of the Mitchell Advocate this month.

GENIUS AND SUCCESS THE OFFSPRING OF HARD WORK

To no other weekly journal in the province has public patronage, without respect to religion or politics, been more liberal; but financial success does not come without an effort, and the material prosperity that the *Advocate* now enjoys was all won by judicious management and hard work. But no less during those fifty-six years of unceasing effort is the veteran editor grateful for personal and family blessings. A successful business has brought Mr. Davis a well-provided home, but beyond the pleasures of material wealth he has been blessed. Ten sons all grown to manhood, and two daughters grown to womanhood! How many newspaper men in Canada can claim such an unpurchaseable heritage for his declining years?—material prosperity; an unbroken family. This is the happy portion of the *Advocate's* proprietor and editor in the fifty-six years of his journalistic efforts.

RICH IN HIS AGE AND HONORS

W. R. Davis has filled every municipal position in the gift of the people, and is to-day Police Magistrate for Mitchell and surrounding country. His intellect is bright and though the weight of years is upon him he hopes to remain in the journalistic field for some time to come.

The history of this veteran publisher is a refreshing reminder that a strenuous and nervous career in a big city, on a big newspaper is not, perhaps, the great goal of journalism or of publishing. Real life does not consist in the abundance of things a man possesses, nor in great achievements. Rather does it consist in service to one's fellowmen and in self-culture. A small community affords ample room and opportunity to the majority of men to attain life's best goals, and possess life's best enrichments.

Many men there are who contemplate the career of the publisher of a country weekly with an ill-disguised pity and scorn, asserting that the publisher content with so narrow an environment, and with greatly restricted opportunities for self-expression, is devoid of energy and ambition. He laughs best who laughs last, and the publisher of a country weekly, as he advances in years, can often contemplate with complete complacency his own record as contrasted with the record and condition of his sometime friends.

Yellow Newspapers

THE natural color of newsprint—the wood-pulp paper used in newspaper construction—is an indefinite cream shade. To get the pure white color, dyes are used, generally a compound of blue and red. These dyes are made only in Germany, whence the supply is now completely shut off, thanks to the activity of Sir John Jellicoe. Some substitutes have been offered at prices two hundred times the normal charge, but these have proved of no value. The "yellow" tinge in all newspapers will become inevitable until the war is over, unless chemists outside of Germany discover commercial methods of producing the essential dyes.

Notable Doings of Some Canadian Publishers

Women Produce a Special Issue of The Ottawa Free Press—Other Similar Editions—Leap Year Achievements—Good Promotion Work

WILLIAM FINDLAY, Business Manager of the Ottawa *Free Press*, is widely known as a man who "starts something." His belt is adorned with many scalps, all modestly worn, yet each one treasured.

Last month he started something when he issued The Patriotic Edition of *The Free Press*—an idea that has set several other publishers to work along the same line.

The idea consisted in having The Women's Canadian Club of Ottawa produce this special edition, the revenues of which were to go as a contribution to the Soldiers' Comforts' Fund, for which the Women's Club of Ottawa has raised over $35,000. The women of the Club edited and produced this special edition, there being a special publication board for this purpose.

The chief editor was Mrs. Madge Macbeth, a widely known woman journalist.

The Departments of this issue were Parliamentary, Municipal, Our Allies, Circulation, Household, Literature, Art, Spice of Life, Red Cross, Military, Patriotic News, Advertising, Women's War Work, Children's Page, Music, Drama, Advance Publicity, and Motoring. Fashion and Society as departments were omitted on account of the war.

A very distinguished company of ladies made up the Board of Publication and Management Committee.

The convenor of the Management Committee was Mrs. W. W. Crothers, wife of the Dominion Minister of Labor. The Red Cross Editor was Lady Borden, wife of the Prime Minister of Canada. The Parliamentary editor was Lady Foster, wife of the Minister of Trade and Commerce of Canada. Others identified with the production and sale of this edition were: Mrs. W. J. Roche, the wife of the Minister of the Interior of Canada; Mrs. N. D. Porter, the wife of the Mayor of Ottawa; Mrs. W. E. Hodgins, the wife of the adjutant general of the Canadian forces; Madame Lemieux, the wife of the Honorable Rudolphe Lemieux, former Postmaster-General of Canada; Madame Yada, the wife of the Japanese Consul for Canada; Madame M. Goor, the wife of the Belgian Consul for Canada; Mrs. J. A. McKenna, the wife of Major McKenna, commanding officer of the engineer and signal corps now in barracks in Ottawa; Mrs. D. E. Street, the wife of the commanding officer of the 77th Regiment.

The edition was published under the gracious approval of T. R. H. the Duke and Duchess of Connaught and contained prints of paintings of T. R. H. the Duchess of Connaught and Princess Patricia from the painting of Miss Gertrude De Clayes, which hang in the Royal Art Gallery of Canada. These paintings have never been reproduced before. The gracious permission of H. R. H. the Duke of Connaught was also given to print a hitherto unpublished photograph of himself.

Practically everything was supplied to the Women's Canadian Club without charge, including the type-setting and printing, which the *Free Press's* mechanics did in overtime and which they donated to the club.

The edition consisted of 28 pages or 224 columns. It contained 44,163 lines of advertising which at 5c a line produced a revenue of $2,208.15. The advertising rate was flat and each line was sold at the same price, namely, 5c. Receipts from the sale of the paper amounted to $1,200 at least. The advertising solicitors ceased work eight days before publication date, having disposed of all their space, but the advertising kept crowding in and it was necessary to carry a couple of pages of the women's editorial matter into the regular edition of *The Free Press* which accompanied the Patriotic Section.

The first copies of this Patriotic Edition were sold at 7.30 a.m., at the corner of Bank and Sparks streets by



Clever Leap Year "stunt" of the Edmonton *Bulletin*. Was a full page in its issue of Feb. 29th. M. J. Hutchinson, business manager, is the author of the idea.

Mrs. T. W. Crothers, Mrs. N. D. Porter, and Mrs. A. J. Freiman. All the ladies were duly attested "Newsboys" and wore the regulation police newsboys' button.

This special edition was a 29th of February stunt.

Ten tons of paper were used in the production of this special edition.

A Toronto daily sent one of its women editors to Ottawa to write the story of the enterprise and achievement.

One hundred young women gave their services all day long to the work of selling the edition. Buyers gave what they chose.

In some cases the contributions were five dollars, and in some cases ten. One well-known Ottawa man wrote his cheque for a substantial amount.

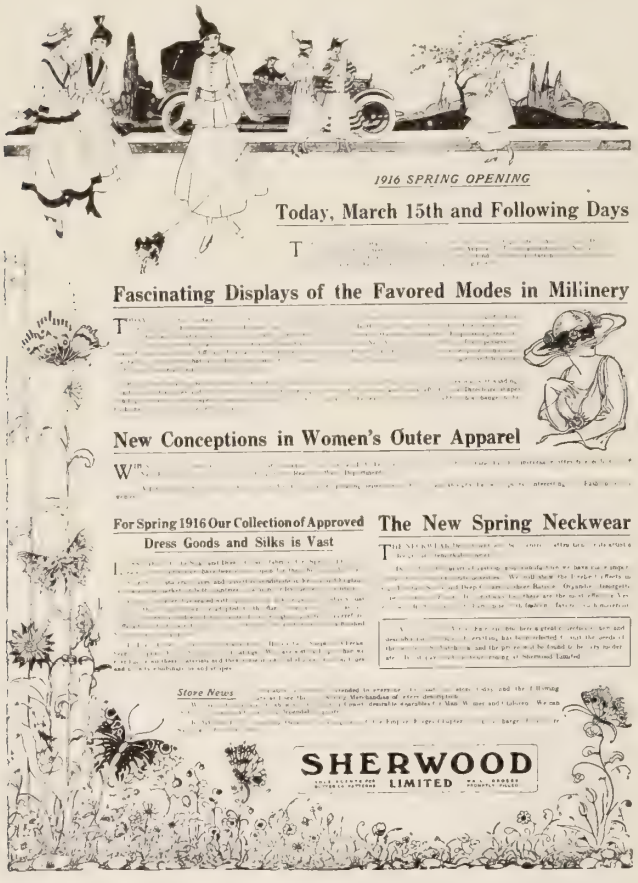
Such a success was possible only through thorough "preparedness," and capable direction. PRINTER AND PUBLISHER takes off its hat to Mr. Findlay.

ST. THOMAS AND OWEN SOUND

The St. Thomas Chapter I.O.D.E. announce their intention of following the lead of Daughters of the Empire in

other cities by getting out a special Patriotic Easter Edition newspaper on April 19th. The paper is to be published exclusively by the ladies in co-operation with *The Times*. All the editorials, news items and feature articles will be written or supplied by the ladies themselves.

A special canvass of the city will be made by the energetic workers in this society, for the purpose of securing subscribers and advertising for the paper. Every



Full page advertisement which appeared in the Regina *Leader*. Exceedingly attractive and commendable as a piece of advertisement composition.

cent gained by this means will be devoted to the Patriotic work the Daughters of the Empire are doing and have so bravely done.

The edition will be full of illustrations and articles all of interest to the district.

The Owen Sound *Sun* produced a Patriotic Women's edition on April 1, the entire proceeds of which were divided equally between the Owen Sound General and Marine Hospital and the Daughters of the Empire. Among the Owen Sounders contributing was Mrs. Nellie McClung. A special message from the Duchess of Connaught to the Daughters of the Empire occupied a prominent place on one of the pages.

THE GENIUS AND ENERGY OF OTHERS

The Toronto *World* offered to present a silver mug to every baby born in Ontario on Feb. 29, 1916—this on certain conditions being observed.

The Kingston *Standard* showed the French war pictures in a local theatre for three days last month.

The Vancouver *Province* printed portraits of five aged, blind or lame local "newsboys," with a vividly written news article telling the life story of each of the five.

The Regina *Leader* arranged for gifts to be given to leap year babies—those born on Feb. 29—this through local merchants. A page of displayed advertising was one reward of the *Leader's* enterprise. The *Leader* offered to engrave free 50 birth announcement cards, containing parent's and baby's names in connection with each Regina Leap Year baby.

A Pay-Up Week was promoted by the Vancouver *Province*.. "Mail that Cheque To-night," was a slogan. "Pay-up" in Vancouver at this time is a brave idea. "Vancouver has gone through a trying time," a *Province* advertisement says, "and we are not out of the woods yet, though things are getting better every day. There have been few business failures, and the future is full of promise. All that is needed is this spirit of co-operation, of playing the game"—Fine!

The Saskatoon *Phoenix* had a full page advertise nent headed, "Morning Newspapers lead through Natural Advantages," Excellent copy gave the advertisement lots of "punch." Assuredly a very useful advertisement.

The publishers of *Everywoman's World*, Toronto, gave a luncheon to forty or so Toronto national advertisers and advertising agency men in the room where worked seventy young women attached to the circulation department of this paper.

The thought behind the luncheon was to give space-buyers ocular evidence of the magnitude of this publication's circulation department. Isidore Simonski, the general manager, gave an account of the building up of the circulation of *Everywoman's World* from 45,000 three years ago, when the publication was born, to its present circulation of over 130,000. That this circulation of 130,000 is *bona fide* is to be attested by an A.B.C. audit.

To bring together space-buyers at the noon hour, the occasion being a luncheon, and to convey to the assembly facts and particulars of value and interest to them is an idea which other publishers can adopt or adapt with abiding results produced at a very small cost.

The customary Special Spring Number of *Hardware and Metal* made its appearance last month—a mammoth issue of 274 pages. Among hardware and metal interests, the publication of this issue is an event of importance. Always an excellent class newspaper, these special issues of *Hardware and Metal* are particularly meritorious by reason of their special features and amplified advertising. Their enlarged number of pages permit the inclusion of many special articles of very great interest and value to the trade, and the issues are very properly regarded as being very choice directories of the foremost firms serving the hardware and metal trades of Canada. As a mirror of current conditions and activities, and as a record of permanent value, the Spring Number of *Hardware and Metal* is greatly to be praised.

THE London *Free Press* is running a Saturday gardening feature. In its issue for March 18, for example, the caption of the page was "How to Make Hot-beds, Cold-frames —Soil to Use." A helpful letter-press article had surrounding it the advertisements of eight firms supplying seeds, tools, fertilizers, frames and other equipment and supplies.

Gardening, when specially featured, can be made to attract much extra advertising; and the special page is valued by the reader with a garden.

TELL ABOUT THEIR FIELDS

The Toronto *Globe* has produced a 32-page booklet whose objects are: (1) to prove that Canada's big buying power has not been impaired by the war; (2) to show Ontario's large share in the natural prosperity, and (3) to visualize to business men the extent of the *Globe's* circulation and its latent possibilities for the enterprising. It is a brochure abounding in useful and pertinent information, profusely illustrated, and as a salesman for the *Globe* is very effective.

Other publishers can and should produce informative publications of like character and purpose.

"St. Thomas Briefly" is the title of a booklet prepared by the St. Thomas *Times*. The publication sets forth the St. Thomas field very fully, but always in a terse way. It gives a satisfying presentation of the distribution of the circulation of the *Times*. One unusual yet valuable feature of the book is that it includes a classified directory of the principal retailers of St. Thomas, of sure value to advertisers wishing to arrange for local distribution of their products. As a piece of printed matter, the booklet is very pleasing.

The Owen Sound *Sun* had a 3-col. feature, headed "Grey County Manufacturers will re-engage all employees who enlist." A fac-simile of the petition and its signatures constituted the main portion of this feature which is herewith reproduced photographically.

Electric Bulletin Device

THE Toronto *Daily Star* has installed a bulletin device, operated by electricity from the editorial rooms.

The device consists of a roll of paper installed in the street window. The paper is carried to a roller at the top of the window where it is wound as the bulletin is operated.

An operator sits in the editorial rooms and types the bulletins given him by the editor, on a keyboard resembling that of a typewriter. This operation prints on the window sheet in bold type. Thus a rapid and legible window news service can be given with a minimum of trouble.

This device is an American idea, and is being used by several of the great U.S.A. dailies. The Toronto *Star's* installation is the first in Canada.

Ottawa Paper Sold

A RUMOR is current in Ottawa that *Le Temps*, a French newspaper, had been sold to men prominently identified with the bilingual agitation.

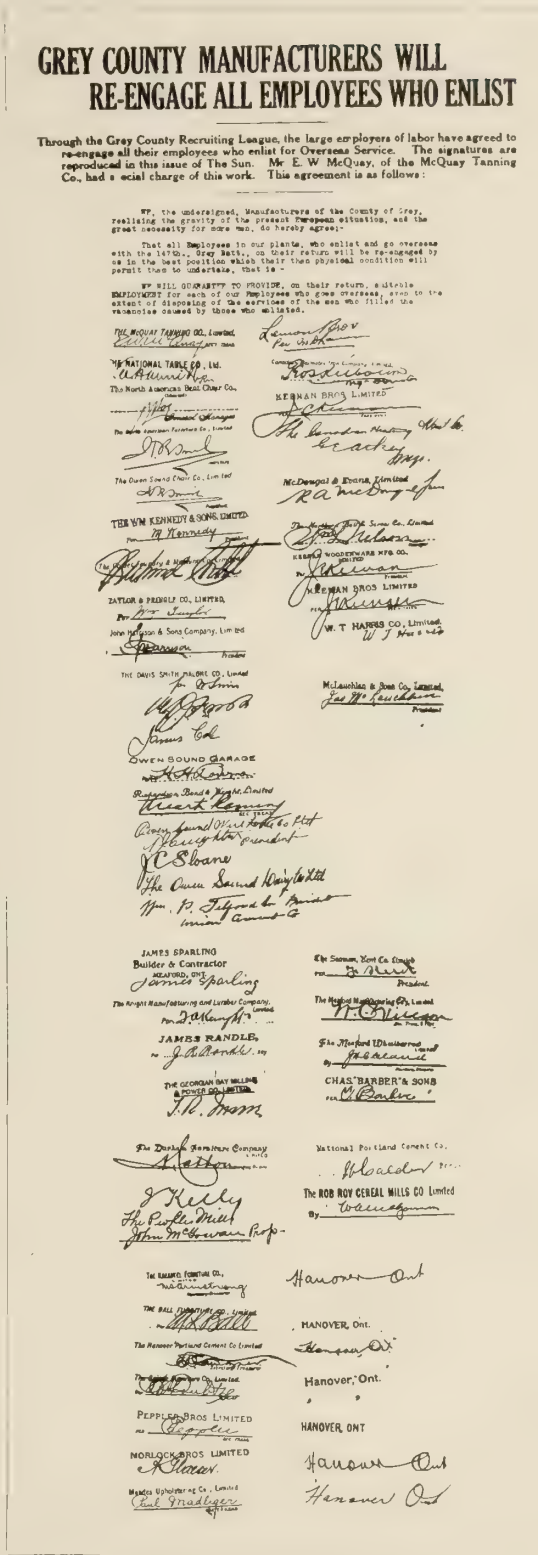
For some time *Le Temps* has been opposed to the bilingualists, calling them extremists. The stock was owned by A. E. Rea.

Last month the plant closed and a formal statement was promised sometime in the near future. Omer Chaput, editor of *Le Temps*, refused to make an statement. He has since joined another paper.

The Ragman

(Christian Science Monitor.)

LOOK not with scorn now on the rag-gatherer as he wends his way about city streets and over country roads. He is making a margin of profit such as has not been known in generations to men of his humble vocation. Whereas formerly the buyer for the paper mill perhaps stood aloof and was frigidly distant when the pedlar drove up to his door and showed his garnerings from the ragbags of thirfty housewives, now he rather fawns upon the vender. For have not European and Asiatic supplies for American paper mills been shut off so that prices have risen from 40 to 100 per cent? Now the ragman who brings his goods to the mill practically names his own price and his economic service to the paper trade has just been lauded by the secretary of commerce. Owners of ragbags, if commercially inclined, can increase their income.



GREY COUNTY MANUFACTURERS WILL RE-ENGAGE ALL EMPLOYEES WHO ENLIST

Through the Grey County Recruiting League, the large employers of labor have agreed to re-engage all their employees who enlist for Overseas Service. The signatures are reproduced in this issue of The Sun. Mr E. W McQuay, of the McQuay Tanning Co., had a cecial charge of this work. The agreement is as follows:

WE, the undersigned, Manufacturers of the County of Grey, realizing the gravity of the present European situation, and the great necessity for more men, do hereby agree:-

That all Employees in our plants, who enlist and go overseas with the 147th., Grey Battn., on their return will be re-engaged by us in the best position which their then physical condition will permit them to undertake, that is -

WE WILL ENDEAVOUR TO PROVIDE, on their return, suitable EMPLOYMENT for each of our Employees who goes overseas, equal to the extent of disposing of the services of the men who filled the vacancies caused by those who enlisted.

THE McQUAY TANNING CO., Limited
THE NATIONAL TABLE CO., Ltd.
The North American Desk Chair Co.
The Owen Sound Chair Co., Limited
THE WM KENNEDY & SONS, LIMITED
TAYLOR & PRINGLE CO., LIMITED
John Harrison & Sons Company, Limited
THE DAVIS SMITH MALONE CO., Limited
OWEN SOUND GARAGE
Rapper Bond & Wright, Limited
The Owen Sound Dairy, Ltd.
JAMES SPARLING
Builder & Contractor
MEAFORD, ONT.
The Knight Manufacturing and Lumber Company, Limited
JAMES RANDLE,
THE GEORGIAN BAY MILLING & POWER CO., LIMITED
The Durham Furniture Company Limited
The Pirtle Mill
John McGowan Prop.
THE ELMIRA FURNITURE CO.,
THE BELL PIANO (1917) CO., Limited
The Hanover Portland Cement Co Limited
The Knight Manufacturing Co., Limited
PEPPLER BROS LIMITED
NORLOCK BROS LIMITED
Myers Upholstering Co., Limited
KERMAN BROS LIMITED
McDougall & Evans, Limited
WOODENWARE MFG CO. LIMITED
KERMAN BROS LIMITED
W. T HARRIS CO., Limited
McLauchlan & Sons Co., Limited
The Seaman, Kent Co. Limited
The Meaford Manufacturing Co., Limited
The Hanford Lumbering Co., Limited
CHAS. BARBER & SONS
National Portland Cement Co.
The ROB ROY CEREAL MILLS CO Limited
Hanover Ont
HANOVER, Ont.
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HANOVER, ONT
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Hanover Ont

The original occupied a 3-column space in an issue of the Owen Sound *Sun*. An idea that other publishers can employ with credit to all concerned.

British Papers to be Smaller

IN CONSEQUENCE of the serious shortage of paper, at higher prices, which England is facing, the daily newspapers are asked to be ready to make a reduction of 40 per cent. in their pre-war size. It is even hinted that the Board of Trade may force a cutting down of the supply to publishers. The latter possibility is creating alarm in the English literary world.

Many British newspapers are now setting their text matter in 7 point, in sympathy with their reduced size.

How and When Stovels "Broke Into" Winnipeg

Before the "Boom" Days—Reminisences of The Khan—The Stovels Make a Beginning—A $4.00 Job—Getting Government Business—First Steps Towards Prosperity

By HARRY C. STOVEL

I REMEMBER one day hanging around the Queen's Hotel in Winnipeg; it was the leading hotel then. Palmer, the push of one of the type supply houses then, was there, and he asked me if I would like to take hold of an office in Winnipeg. I had been knocking around as a sort of curb-stone real estate broker, but it was not congenial. I heartily said "Yes," and soon was in touch with the late Mr. Nagle, who was from Ottawa, and the *Sun* was started. My experience as a maker of wooden type and spacing, down in Ontario, came in to good advantage at the *Sun* office, as Mr. Nagle, who was largely the advertising agent, as well as proprietor, would frequently come in with a column advertisement of few words, and, as we had no great quantity of spacing, wooden spacing (out of boards used for rolling up of webs of cloth) had to be sawn up and cut to fit. It was a "picnic," and would open the eyes of some of the fellows of to-day who revel in great quantities of spacing of various kinds.



A. B. STOVEL
Secretary-Treasurer, The Stovel Company, Limited, Winnipeg.

THE OLD WINNIPEG "SUN"

I remember the plant of the *Sun;* that is, the initial portion at any rate. It was old stuff which had been the property of Hon. John Christian Schultz, afterwards Lieut.-Governor. It was a mess of "pi" to be sure, and otherwise in bad condition, but I set to work and by working nights had it all in shape before a great while. The wages then (there was no "scab") were $15 per week; 30c per thousand.

I remember the first issue. It delighted Mr. Nagle, and that was sufficient, as he was the man paying the piper.

I remember the "staff" Mr. Nagle brought from Ottawa, to work on the *Sun.* He paid their way out; the fare to be deducted from the wages in instalments. This meant that the foreman could not have full control,—the comps were there until at least the fare was worked out. It meant no end of trouble, as the hands could not be brought into line to do proper work; they about did what they pleased. I remember one day complaining about the condition of things, and Mr. Nagle replying, more forcibly than would be right to print, to work along until the fare was clear and then they would be attended to. One of them made me tremble one day by throwing a stick across the room at me.

THE KHAN IN WINNIPEG

I remember the Khan was then on the *Sun* staff, and a good fellow he was. Brock was the general, or managing-editor,—the leading writer, if you will; and furnished excellent copy. The Khan received a Christmas present in the form of some socks from his mother in Ontario; evidently hand-kit, and in the paper appeared a piece upon "The Socks from Mother" (some such heading). It was good,—had heart in it.

I remember, slightly, the "local" on the *Sun* (I think it was he whom we later on delighted to call "Charley" Hanscomb) falling down in his daily budget. He was expected to get two columns a day. Having had little experience, he was in a quandary what to do. When shown how to pad from other sheets, he soon "caught on," and it stood him in good stead afterwards, for he could take almost any item, joke or otherwise, from another paper and work it into local.

I remember well that if the Wharfdale we had back in Ontario was a threshing machine, the one at the *Sun* office in Winnipeg must have been a double-action thresher, for it gave one the idea that it was either going through the office or to pieces each time a revolution was made.

DAYS AND MANY TRIALS

I remember Brock, the editor of the *Sun,* was for moving from Portage Ave. to Main street on Sunday. To this I objected, saying that I did not believe in working on Sundays. (The only Sunday that I had previously worked was away back in London when we took copy all day during one of the engagements in the Franco-Prussian war). As I was in charge of the working end, I had my way, notwithstanding that he vehemently protested. Nagle's instructions were for me to do as I pleased, so long as I got the paper out,—and he was no Sabbatarian by any means. All hands worked till midnight Saturday, and were at it early Monday morning, notwithstanding that there was a terrific storm, and on Monday the paper was out, if anything, ahead of time.

I remember that many a cold meal of canned goods was eaten in those days at the room of Notre Dame Ave., Winnipeg, by Mr. Yellowlees, the *Sun* accountant, and myself. We would get one warm midday meal at the tony south Main street restaurant, and have the others at "home." At another time Mr. Hacking and I roomed together at a place, paying $8 each per week, and the room was hardly large enough for the two of us to dress at one time when togging up on a Sunday morning; at times one would lie abed until the other was through with his toilet.

"BROKE" IN THE BOOM DAYS

I remember how the boom of Winnipeg put us folks in Ontario on the rocks with result that a pull out of Mount Forest was necessary. The brothers took to the woods as best we could. This was after I had been to Winnipeg, and back. Two went west, and I east. Later pressure was made upon me to again visit the west and go into business. That was certainly some proposition, with not even the fare ahead. However, it was borrowed, and off I went.

I remember well leaving for the great lone land with my family, and on the way passing through Toronto, where $80 worth of paper material was picked up. This was from the old firm of Dredge & Co., from whom we had



Reproduction of one of the first stereotypes made in Winnipeg. It was made by what was called the chalk process. Chalk, a certain thickness, was on top of metal, and then the engraving was cut in the chalk, the plate then acting as a die for the stereo. This heading was for a monthly which Mr. H. H. Stovel, father of the family by that name in Winnipeg, established in the western capital. The heading was designed and engraved by the late Saml. Hooper, brother of the Manitoba King's Printer, who was not a professional at such work, his calling being a monument engraver. The cast was made by A. B. Stovel, of the original Stereo. Works of Winnipeg.

purchased thousands of dollars' worth of goods, but this amount they would not trust me without getting a brother who was living in Toronto to go security. Secured the goods, and the amount was later on paid; but the treatment was a sticker for the future. Later on there were many travelers who were quite ready to let us have all the stock desired; even going so far as to press us to take more than we felt was really necessary. There was tendency to do this in those days, for there were no large paper houses in the 'Peg then, and it took some time for a shipment to reach us. Later carloads were the order.

I remember in the early days at Winnipeg, one of the paper house representatives coming and taking an order from us for stock, which was selected largely according to what was considered necessary in connection with the Government work, the contract for which we were carrying. The traveler after getting our order, hiked up to the Government buildings and took order from the then Queen's Printer for the very same stock. (There was a sort of clause whereby they could supply stock if thought well). We got wind of his trick, and went after the fellow before he got out of town, and put the matter up to him. He saw where he was making mistake, and knowing that he would get the furnishing at any rate, cancelled the Government order. The Queen's Printer was of course rather riled, but, as at other times, got over it.

THE ESTABLISHMENT OF THE STOVEL CO.

I remember when I arrived in Winnipeg the second time (having come at the solicitation of relatives to open out) I found the Stovel Stereo Works had been started by A.B. Then The Stovel Co. was established. Your humble servant was the printer, or comp., and A.B. the pressman. John was then holding a position in one of the other offices, and used to assist us at nights, but, the union objecting to this, he threw up his job and affiliated with The Stovel Co., and little later C.D. threw up his position and joined the firm as well. Then at it we went. Seventeen hours a day, for one day's pay, was often the way, and even at that sometimes home on a Saturday night without a cent.

I remember later we used considerable of the Dominion Type Founding Co.'s type. One was able to bend the letter if there was no hair space at hand, in order that the line might be well spaced. In striking contrast with things of to-day! One can now set type from the machine cast stuff, and, if the thick space is not quite sufficient to make even, why break off the top of an "r" and use it—the trick is done. It is quite different to-day when leads and rule are all cast on the machine, so that the whole can be thrown in the pot instead of being distributed in the regular manner.

I remember a lot of Small Pica was secured which had been through a fire. It was blistered, and otherwise in bad condition. This had to be all gone over, and many a night did we work at this, "foot-sore and weary" I was going to say. There was more satisfaction in work those days though than nowadays. One of the policies laid down was not, if at all possible, to let the wages run over; try and square up each week, though going "broke" ourselves. They were happy days; more real satisfaction in life than at this date.

A FOUR DOLLAR JOB WELL DONE

I remember it was a blue outlook when starting The Stovel Co. Not half a dozen business men were known in the city. The first job secured I believe was a $4 one. (And I think the job was to be a sort of trade—painting to be done as payment for our printing.) From the time it was canvassed for, and set up by myself, printed by my brother, and delivered by myself, four days had expired. Little of anything else was turned out during the time, but the thin edge of the wedge was being pushed in. It was a colored job too, and as A.B. had become rather proficient at stereotyping, a "mottled" line was introduced as something new, and as he was a well qualified pressman, a good job was turned out—a rattling four dollars' worth was given the customer. By such means confidence was won, and before long work came to us.

I remember where we started in business. It was in the centre of what was known as the Spencer Block, lately pulled down to make room for a large building. It was on Portage Avenue. One store was secured for $12 per month (the whole floor was procured, but a portion sublet) later another store was taken, the rent for which was $25 per month. But this was not for long, for before a year was up, the block, previously nearly all empty, became fairly well occupied, and rents went up.

I remember the great work done with the Pony Campbell press. It kept A.B. hustling to make things go along smoothly. If the press had ever given out, where would we have been? was the question. So he next thing to slept with the machine. Many a time, during long runs, had he to lift forms and put on others, with result that he became an expert at preserving tympans. Necessity was the law maker, and there was no outward grumbling.

GETTING GOVERNMENT BUSINESS

I remember canvassing for and getting the printing of what was then the Dun, Wiman & Co.'s reports. It was secured by The Stovel Co., and remained with them for many years. Then there was the securing and printing of the first rubber goods catalogue, with the specially printed cover upon which A. B. spread himself.

I remember going after the Government contract. We had not machinery sufficient for such an undertaking really; and this was against us, as those who had the contract previously were not slow to make this inadequacy "tell" in the fight. It was quite a job to secure in those days. I knew only the Hon. Jas. Smart, and it could hardly be called a "know" in his case, for I had met him only in a casual way in 1881-2, and had the same winter season been introduced to the Hon. Thos. Greenway, though he would not have known me if we had met on the street when we started in to do the work. Taking advantage of certain conditions which existed at the time—a fight was on between Hon. Jos. Martin and the Government and W. F. Luxton—we struck out, and got it. Even after we had won out as to prices, and had been told that the contract was ours, there was a desperate fight to have it come our way. Mr. Martin questioned our ability. "Do you really think you can do it?" he would ask. To this reply would be made that they had our deposit. The doing away with the French was another delay in allowing us the work. However, eventually we were allowed to go at it.

PICTURES AND MEMORIES OF BYGONE DAYS



A. B. and A. E. STOVEL

A. B. Stovel to the right, and A. E. Stovel, of Toronto, to the left. The latter is a sort of twin-brother of the former. He is the only one of that family of Stovel's that did not take to printing (he is of the Elias Rogers Coal Co., Toronto), and even he has assisted somewhat, and so have the two sisters, and also the late mother, in way of folding and stitching voters' lists and reports by sewing them through the back on the sewing machine. To have the pamphlets trimmed, they were often put between boards, and then in a vice, and planed to a size. It was not always safe betting that each batch would be the same in size, but then the several pamphlets were individually smoothly trimmed, and so the job was considered all right.

BARNLESS DAYS

I remember a lecturer coming along, and full sheets were looked for. We had the handling of the Artist's route, and, of course, printed royal size bills, as "there were no barns upon which to post the larger bills." On that undertaking some money was made, which gave us a start. Next was the Government contract, at which money was made by hard and long hours of work, giving the firm a good standing.

(To be continued.)

Winnipeg Telegram Changes

RECENT changes in the personnel of the editorial staff include the appointment of B. R. W. Deacon as assistant managing editor. Mr. Deacon was formerly managing editor of the Montreal *Herald*, and is one of Canada's brightest newspaper men. Additions to the staff include:

J. B. Fitzmaurice, artist and cartoonist, late of Montreal.

R. W. Lipsett, financial and commercial editor, formerly of the Edmonton *Journal*.

Harry Scott, sporting editor.

J. H. C. Gainfort, special writer, formerly of the *Journal of Commerce*, of Montreal.

H. E. Morton, municipal reporter, formerly of the Montreal *Daily Mail*.

Mr. McNamara has been promoted to leader writer.

J. A. Roblin, to city editor.

Chas. Dingman, formerly of the Montreal *Star*, has been made editor of the *Farmer's Weekly Telegram*, with E. Ward Jones, formerly of the Manitoba Agricultural College, as assistant.

The business staff is also in process of reorganization.

Advertising for Canadian Soldiers

THE Post Office Department at Washington has decided that there is nothing illegal in the insertion in American newspapers of advertisements urging American citizens to join the Canadian military forces for service in Europe. Some people have tried to make out that such advertisements constitute a violation of American neutrality, by indirect recruiting in the United States for military service against a friendly nation. But the Post Office Department refuses to be stirred up to the extent of barring the advertisements from the mails.

The P's of Prosperity

People	Pen
Persons	Pencil
Printing	Printers' Ink
Publishing	Paper
Posters	Publicity

Bicycle Week

THE week of March 27-April 1, was known in Canada as "Bicycle Week," for during this period manufacturers and retail distributors made special efforts to awaken fresh interest in the bicycle as a vehicle of pleasure and utility. In many newspapers appeared special advertising, much of it unsigned, in good-sized spaces in praise of the bicycle and of cycling, calculated, of course, to popularize the "wheel," and stimulate demand, and speed up sales.

The event is interesting from the viewpoints of advertising and co-operative effort.

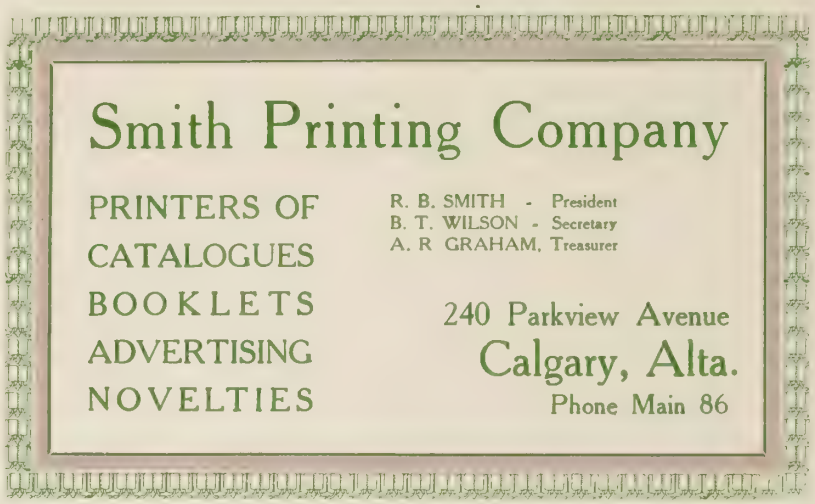
The Quitter

WHEN you're lost in the Wild, and you're scared as a child,
And Death looks you bang in the eye,
And you're sore as a boil, it's according to Hoyle
To cock your revolver and . . . . die.
But the code of a Man says: "Fight all you can,"
And self-dissolution is barred.
In hunger and woe, oh, it's easy to blow . . .
It's the hell-served-for-breakfast that's hard.

"YOU'RE sick of the game!" Well, now that's a shame.
You're young and you're brave and you're bright.
"You've had a raw deal!" I know, but don't squeal,
Buck up, do your damnedest, and fight.
It's the plugging away that will win you the day,
So don't be a piker, old pard!
Just draw on your grit; it's so easy to quit:
It's the keeping-your-chin-up that's hard.

IT'S easy to cry that you're beaten—and die;
It's easy to crawfish and crawl;
But to fight and to fight when hope's out of sight!
Why, that's the best game of them all!
And though you come out of each gruelling bout,
All broken and beaten and scarred,
Just have one more try—it's dead easy to die,
It's the keeping-on-living that's hard.

—Robert W. Service.



BUSINESS CARD



BUSINESS CARD (Trimmed to Border)

GOOD PRINTING

from

SMITH PRINTING CO.

240 PARKVIEW AVE., CALGARY, ALTA.

PHONE MAIN 86

for

PACKAGE LABEL

GOOD PRINTING *from*

Smith Printing Company

240 PARKVIEW AVENUE, CALGARY, ALTA.

TELEPHONE MAIN 86

for

PACKAGE LABEL

R. B. Smith, President V. T. Wilson, Secretary A. R. Graham, Treasurer

Smith Printing Company

Printers of Catalogues, Booklets
and Advertising Novelties
240 Parkview Avenue
Calgary, Alta.
Main 86

SUGGESTION FOR LETTERHEAD

ADVERTISERS should use only Printing which has attractive and effective qualities, as experience has proven that only such is profitable. We print this class.

SMITH PRINTING COMPANY, CALGARY, ALTA.
TELEPHONE MAIN 86 240 PARKVIEW AVENUE

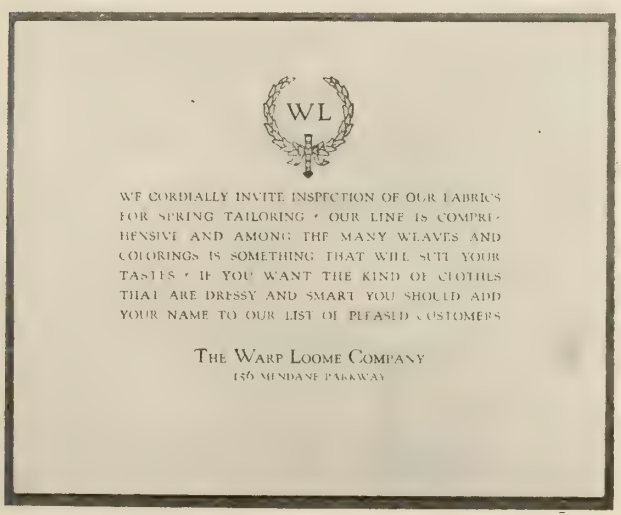
ENVELOPE TYPES

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

THANKS to ambition, instruction and demand, both the quantity and quality of better-than-commonplace typography are advancing in Canada, as witness the specimens sent to PRINTER AND PUBLISHER for review, and many of which are reproduced photographically in this department.

While welcoming the best work of the veteran craftsman, PRINTER AND PUBLISHER wants the work of those men who are not so sure of themselves and of the quality of their work. This department performs its most valuable service when it gives constructive criticism on the work of those who are travelling towards perfection, but who have not yet arrived. You young men in British Columbia, Nova Scotia, Ontario and the other provinces; you young fellows in town and village shops, doing, it may be, a humbler class of work than is done in many of the big city printeries; it is your work we like to receive. So send along examples of your best efforts:

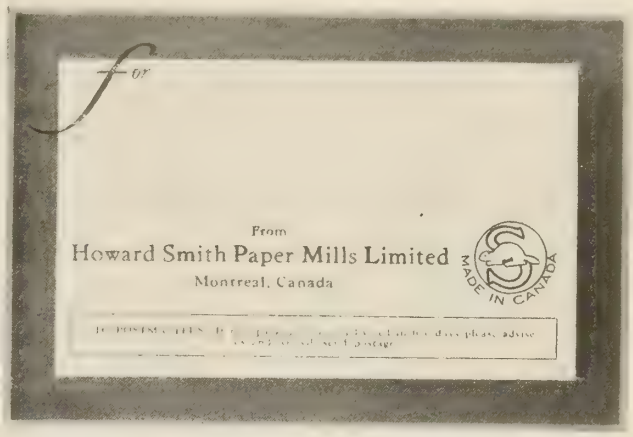


Announcement card by H. H. Akehurst, Cleveland, O. (formerly of Toronto), which is notable for its refinement and simplicity. Original was in black and orange on a grey antique stock.

J. W. Short, Montreal.—When we see a package of specimens with your name on the envelope, we expect to view some interesting typographical designs, and your last group fully lives up to our expectations.

You have certainly worked in co-operation with the artist's ideas in the composition of the Glass and China advertisements. That white space and good margins are necessary is well apparent in these ads. They are exceedingly dainty and yet attractive. Several programs and tickets are notable for their simplicity. A label for Howard Smith Paper Mills and a menu for the Canadian Pulp and Paper Association are excellent pieces of composition, both of which are reproduced.

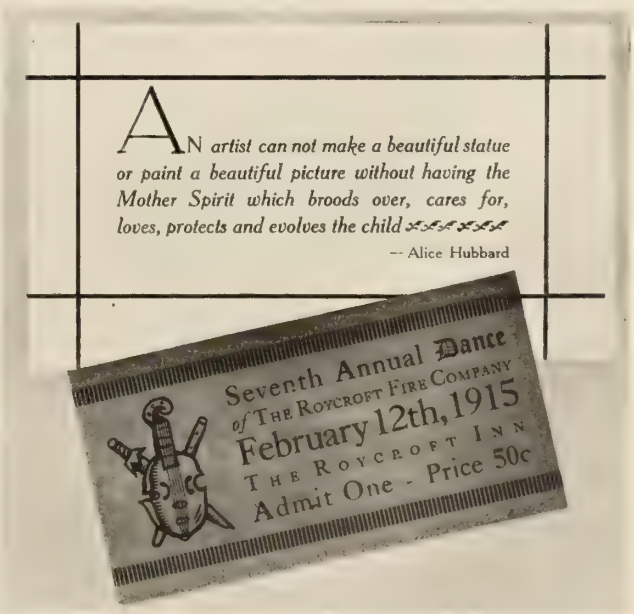
In the advertising from paper houses printers find much aid and many suggestions, such, as a rule, being artistic and distinctive. In your planning of the folders for Barber-Ellis and Rolland Paper Mills you have thoroughly lived up to this expected standard, and they are



Another of J. W. Short's attractive designs—a package label—original of which was in black and orange on grey stock, and trimmed to border. Note the graceful appearance of the large lower case "f" which overlaps on the border.

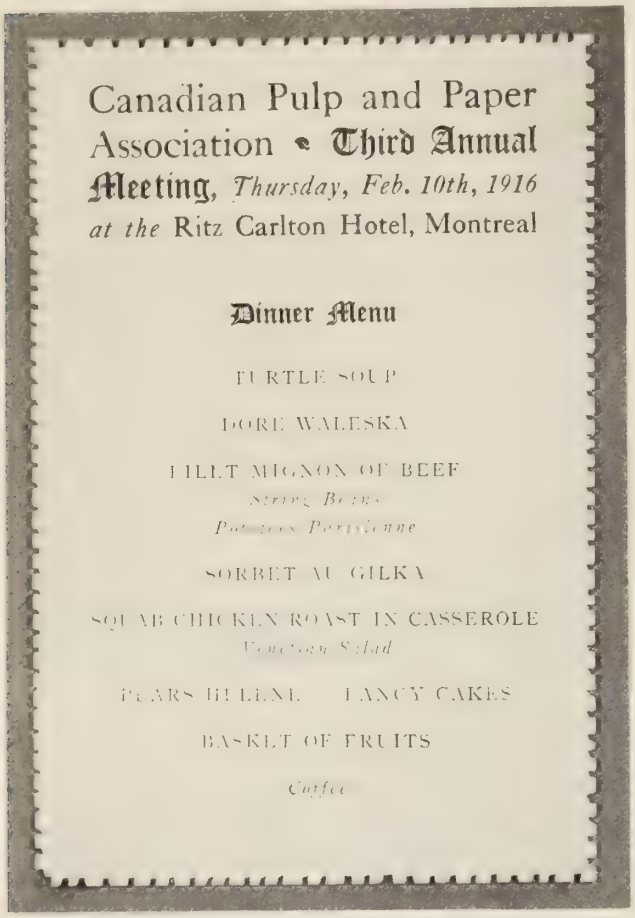
pieces of printing that should be admired by many, not only for typographical suggestions, but for the pleasing color combinations.

Thomas Wade, Sherbrooke, Que.—Your cover of the report for St. Andrew's Church shows good selection of



Two designs by Axel Edw. Sahlin, Supt. at Roycroft Shops, East Aurora, which are thoroughly indicative of this printer's ability as a typographical designer. Appropriate use of decoration characterizes his work, which is more enhanced by rich paper stocks and color combinations.

type face for such a job, but you have spread the design too much on the page. A closer grouping would have given a much better result. As a further suggestion, we would show less space above the ornament than below, and shorten the long line on the bottom to the length of the longest line in the upper group. A small book ornament would have been more emblematic than the one used, and would have been more in harmony with the Della Robia type-face. We trust you will appreciate these few suggestions and that


Canadian Pulp and Paper Association • Third Annual Meeting, *Thursday, Feb. 10th, 1916* *at the* Ritz Carlton Hotel, Montreal

Dinner Menu

TURTLE SOUP

DORE WALESKA

FILET MIGNON OF BEEF

String Beans

Pommes Parisienne

SORBET AU GILKA

SQUAB CHICKEN ROAST IN CASSEROLE

Venetian Salad

PEARS BELLEVUE FANCY CAKES

BASKET OF FRUITS

Coffee

A very distinctive and original menu card by J. W. Short of Montreal, printed in black on raw pulp in genuine colonial style, being made especially unique by the notched edges.

you will benefit from them in the planning of your future work. We would be glad to be favored with more of your work in the near future.

Ernest Wright, Walkerton.—We have received your specimens executed at the Chesley *Enterprise* before you enlisted. Your folder for James Henry Smith is well handled but for the exception of the front page, where you have used too black a letter under the half-tone, which gives it a crowded appearance. The Gothic line at the top of the same page is too widely spaced. An upper and lower-case line would have greatly improved the page in this case, for by having a full line at the top the heavy appearance at the bottom would have been lessened.

The cover for the School Fair Prize List is very good, and would have been even more pleasing had you not letter-spaced the Gothic line on the bottom in an attempt to obtain a square-up. We would refrain from using decoration and rule underlines with the plain gothic letters; and rather adopt a long and short line style to a square-up by means of letter-spacing.

Axel Ed. Sahlin, East Aurora, N.Y.—There is a distinctive style and simplicity about most all of your work that should cause many printers to admire and study it. When printers of your standard show such interest in a Specimen Review Department we wonder why more who are striving for such a reputation do not get in on such a helpful study.

H. H. Akehurst, Cleveland.—This printer (late of Toronto, but now at Corday & Gross) has sent in a very elaborate package of specimens, consisting of booklets and folders, all of which show careful thought by the compositor to create harmony with the work of the designer. The color combinations are other outstanding features which characterize this firm's product. One of Mr. Akehurst's designs is reproduced, original of which was printed in black and orange on a grey stock.

Shakespeare

As a feature of the Shakespeare Tercentenary Celebration this year The American Institute of Graphic Arts, in conjunction with the Shakespeare Birthday Committee of New York, is conducting a Shakespearean Bookplate Contest.

Shakespearean Bookplate Contest

Shakespeare will be honored this year throughout the United States. Schools, universities, and organizations of various kinds are planning fitting forms of observing the *Shakespeare Tercentenary*. With the purpose of further stimulating interest in the works of the great poet, *The American Institute of Graphic Arts*, in conjunction with the *Shakespeare Birthday Committee* of the City of New York, will conduct a Bookplate Contest. The prizes to be awarded should be an incentive, but the pleasure of designing a bookplate in the spirit of Shakespeare should be the chief stimulus.

Rules of the Contest

The contest is *open to all persons* who desire to compete.

Drawings to be devoted exclusively to a *Shakespearean motif*.

Drawings to be *signed on the back* by a pseudonym to correspond with a pseudonym on a sealed envelope containing the competitor's name and address.

More than one drawing may be submitted by an individual.

It is suggested that the *dimensions of the board* upon which the drawing appears be 9x12 inches.

Drawings to be sent *prepaid* addressed as follows: The American Institute of Graphic Arts, *344 West 38th Street, New York.*

Awards to be made to those designs which in the opinion of the judges are best and most suitable.

Prizes to be as follows: *First Prize, $100.00; Second Prize, $60.00; Third Prize, $40.00.*

The contest *closes* May 15, 1916.

COMMITTEE

For the American Institute of Graphic Arts: John Clyde Oswald, *President;* J. H. Chapin, J. Thomson Willing. For the Shakespeare Birthday Committee: Henry Clews, *Chairman;* John DeWitt Warner, *Treasurer;* Mrs. James Madison Bass.

The above in itself is an example of artistic typography. See note accompanying, dealing with this contest.

The purposes of this contest are to increase interest in the works of the great poet and to assist in the general observance of the Tercentenary.

Let the Compositor Help

YOU have a prospect of getting an order for a folder, a letter-head or an announcement for spring—just a mere prospect. The man is uncertain; he cannot picture just what he wants to say—on paper; but still he is putting off placing the order, wasting your time calling more than is really necessary, and losing opportunities for his own business by such delay.

You, as a printer, should know the ability of your help. Have you ever stopped to think of the one compositor who, by giving more thought to his work, has made himself efficient to such an extent that he is able to convey to a man, on paper, in a very short time, an idea that had been to him very vague?

You may think this compositor has been too busy with the mechanical part of his work to stop him in order to give a rough lay-out for a certain firm who wants a little folder or announcement. But suppose you try this, and you or your solicitor gets the order on the first or second call, you have not only saved time and money on your office staff, but have created a good impression on your customer by the fact that you could show him what he wanted before setting the job complete, probably in a manner that would not pass his approval.

These layouts or suggestions do not need to be in water colors; but if they are, all the better. A moderately priced box of crayons will answer the purpose.

Now, the choosing of the compositor to make such lay-outs should be very easy. Many are taking the I. T. U. course, and those who are not should be encouraged to do so. A man with the knowledge gained from this course should be able to give good service to his employer right from his frame; or, to be more convenient, supply him with a small table close to his frame. With a very small equipment he can produce layouts on the chosen stock, showing decoration and color combinations.

This is work that can be handled more successfully by the artist compositor than by the commercial artist, for the reason that he knows type and its proper use with decoration, and he knows the equipment of the office by which he is employed.

By adopting this method you will not only get more business and get it quicker. but there will be a uniform standard to all work going through.

A beautiful folder or book consists of more than the front design. The inside pages must be in keeping with the richly designed cover of the artist.

More planning will save money and worry and raise the standard.

The Mailing List

PRINTERS will find that they can procure many an order, at their own prices, if they can offer their customers the service of a good mailing list; also this: That they can get many repeat orders if they are able to offer this sort of service.

Every printer knows to his sorrow and cost that his customers do not always make a wise or full use of the printed matter ordered by them. A retailer or manufacturer, for example, will, in an hour of vision and ardor, decide to produce a circular folder, booklet or catalogue, to be mailed to customers and desired customers; and the printer gets an order. The work is delivered. But alas! it is not always mailed out or wisely distributed, with the results that a goodly quantity of the job remains on hand. and the desired returns are not secured. The advertiser's ardor has languished. and after the job has been delivered, he discovers that he has no good mailing list.

This circumstance is all too common, and is fatal to the expectation of additional business; for so long as the first job remains in parcel, or drawer or on the shelf, it discourages a second attempt of the same sort.

If the printer can offer to his customer a good mailing list, and the further service of addressing and mailing the printed matter prepared by him, the chances are that his customer will get results, and whether or not desired returns are received, the customer will probably have a very open ear to the suggestion that he follow up the previous issue by a new one.

The compilation of good mailing lists by printers may —probably will—represent labor and expense; but the work and outlays are worth while. They will be repaid many times over. These lists can be purchased, in many cases from firms offering this sort of service. In other cases a local man or woman can be found to do work of this sort at so much per name or hour. Voters' lists, directories, telephone books, church year books, club memberships, society lists—these are sources of supply.

That printer who can offer his customers the larger service of addressing and mailing his printed matter to select lists of prospects has a claim for business which a competitor may not be able to offer, and has an argument for business which oftentimes is all-conquering.

The Use of Maps

HERE is a suggestion for printers: Have a first-class map of your community prepared by a good map draughtsman, and have a zinc etching—one or more—made of it. Perhaps it may be worth while to have two maps prepared—one of your town or city; and one showing the town or city and its tributary territory.

With these maps, many a job can be secured, and orders for printed matter incorporating these maps will continue to be received year after year. For example, an implement agent may want to send out a circular showing the location of his shop. This can be shown by means of a dot or square printed on the map in red. Or a man may be selling his farm, and would like to have prepared a leaflet or a post card giving particulars of his farm, and showing its general location, in relation to nearby towns, or railway stations, or schools. Again, an estate agent may wish to show properties listed with him for sale or rent, and their location can be shown.

The printer with good maps to sell may even go to the local newspaper publisher and solicit business from him —the production of a territorial map showing the whereabouts and quantity of the newspaper's circulation.

Given good maps, good salesmanship, and a lively imagination, the aggressive and progressive printer can "clean up" on his investment in maps.

Let the maps as done by the map draughtsman be good size, very clear, with lettering as legible as possible, and with every unessential omitted.

Another map which should be possessed by every printer is one showing the general location of his town or village in relation to a thoroughly well-known centre. Many a man—many an advertiser—is not able to locate instantly either in his mind or on a map, good-sized towns well-known to him by name. Ask the next well-informed man you meet to tell you the exact or approximate location of Carleton Place, Aurora, Lambeth, Pembroke, Simcoe or Thornhill in Ontario; or Red Deer in Alberta; or Kelowna in British Columbia; or Amherst in Nova Scotia and you will have evidence that your own town's location may not be so very well known to the average Canadian.

Put your town on a map and have this map distributed —by publishers, by manufacturers, by your board of trade, by stock-breeders, by real estate agents. Printers, there is money in maps. Go after it.

Ready Print Newspapers

"Do SUBSCRIBERS read ready prints" is a topic we believe of interest to the majority of country publishers. The *Star* has always used a ready print and when we attend the Press association and County association meetings and hear our brethren of the larger towns say the ready print has had its day, it makes us rather envious and gives us food for thought.

We sent out one hundred addressed and stamped post cards which read as follows:

A POST CARD CENSUS

Waterford, Jan. 8, 1916

Dear Sir,—We are very anxious to ascertain what columns of the STAR on pages 2, 3, 6, and 7 are most read by our subscribers and will appreciate it very much if you will fill out this card and mail it to The STAR.

P. GEO. PEARCE.

If YOU or ANY member of your family read any of the following columns of the STAR please state yes or no opposite each one.

Continued Story .....

Market Reports .....

War News .....

Sunday School Lesson .....

Farm and Garden .....

Poultry World .....

Your name .....

THE RESULT

The *Star* has claimed the largest circulation of any newspaper in a town the size in Canada. To accomplish this result we believed we must be serving news that was satisfactory to our subscribers. The result of the census taken has proven to us that a good ready print is a big factor. In fact the following returns were away beyond our expectations.

The percentage was:

Continued story,	66
Market Reports,	80
War news,	72
Sunday School Lesson,	84
Farm and Garden	60
Poultry World	52

P. GEORGE PEARCE,
Publisher, The *Waterford Star*.

Five Color Printing on Satin

How to execute four and five-color printing on satin and secure perfect register is quite a simple matter when we go at it in the right way. The writer recently had an enquiry for such. In fact I have done several such pieces of printing. One was a reproduction of the King's color of the First Newfoundland Regiment, consisting of a white field with St. George's Cross in red, in the centre was the Colony's Arms in dark blue, surrounded with gold bands and the name of the Regiment also in gold, mounted by the Imperial Crown in gold and red and jewels, in a three-quarter circle underneath the Arms was a wreath of thistles, shamrocks and white and red roses, with Royal staff and cord, all done in correct colors. Another piece of similar work was a reproduction of the flags of the Allies in correct colors surrounded with a wreath of laurel in green, inside of which was a background of black with white lettering, and in the centre was a white shield showing red lettering.



This job was printed in colors on satin by A. L. Barrett, of Curling, Newfoundland. See his note accompanying. This job and another, the "King's Color," were patriotic jobs, and were quickly disposed of.

Each of these pieces of printing required the most exact registering. This is how I accomplished it: I cut the satin into squares a little bigger than what was required for the finished job. I then took some blank card and cut it into squares a little bigger than the squares of satin. I then mounted the satin squares on the cards, pasting only the corners and being careful to have the satin smoothened out perfectly. When the paste had dried I proceeded to print as I would on paper stock, only carrying a greater quantity of ink and a heavier impression. When the printing is completed and the ink has become thoroughly dried, separate the satin from the card by trimming through the cutter.

A. L. BARRETT, Publisher,
The Western Star,
Curling, Newfoundland.

EDITOR'S NOTE.—Mr. Barrett recently printed a 3-color half-tone effect, from a single half-tone. An item relating to this achievement appeared in a recent issue of PRINTER AND PUBLISHER.

Oshawa Business Directory

A CLASSIFIED list of financial, industrial and mercantile concerns, county and town officials, etc., has been prepared by the publishers of The Oshawa *Reformer*, for local and other distribution. The enterprise more than paid for itself through the advertising secured.

This directory suggests to job printers how they can do a little profitable publishing on their own account.

Printer Linguist

JOSEPH STULLA, 39, of Cleveland, Ohio, is reputed to be the only linotype operator who translates the copy before him and at the same time sets it in type in any one of seven languages. Stulla was born in Hungary, and came to the United States 12 years ago. He has been a printer for 25 years. Stulla translates and sets English, Italian, Hungarian, Polish, Slavish, German and Rumanian.

The Profit that Lies in a $1.50 Rate for Weeklies

Unfounded Fears — Bad for Some Weeklies — The Competition of the Dailies Not to be Greatly Dreaded — Some Weeklies Will Disappear in Consolidation

MANY publishers of country weeklies, while wishing to see an advance in the subscription price from $1.00 to $1.50, are hesitating to fall in line with the general movement to make the advance, fearful that many subscribers may drop from their list.

This fear, while natural, has not proven itself in history to have much solid basis. The public at large have long been prepared by reason of other rising costs for an increase in the price of their weekly newspaper.

THE DESIRABILITY OF THE INCREASE

From the publisher's point of view the advance is very desirable, for not only does it assure several hundreds—perhaps thousands—of dollars additional revenue; but it will enable him to produce a much better newspaper—better news, better contributed matter, and better on the side of its typography and press work. One obstacle that stands between many a publisher and advertisers and advertising agents is that his paper is very deficient as an example of good printing.

SOME WEEKLIES WILL FALL BY THE WAYSIDE

The advance from $1.00 to $1.50 is likely to shorten the life of the feeble paper; that is, if it remains feeble. The extra half-dollar a year received from subscribers should be used to make the paper better. Otherwise the competition of better near-by papers is likely to snuff out the weaker ones. This point has not been always perceived or considered, yet it must be taken into account.

The publisher who increases his price to $1.50, and uses a portion of the increased revenue thus obtained to make his paper better will score heavily over a competitor who retains the $1.00 rate.

And by the same token the publisher reluctant to advance the subscription price should be even more reluctant to give his competitor so great an advantage.

In many counties and areas there are too many papers for the needs of the community. This is an uneconomic situation, and therefore cannot long endure. The issue will be a survival of the fittest.

THE COMPETITION OF THE DAILIES

The inroads of the dailies into the fields commonly supposed to belong to the rural weekly can, it may be, be checked by the publishers of weeklies making their papers stronger in the directions of their difference and special service. By this is meant that the local weekly must devote far more attention to local happenings, news and activities. This means labor and expense, but labor and expense are the price of survival. Five hundred to a thousand dollars extra a year, derived from an increase in the subscription price, will go a long way towards putting a publisher in a masterful position in regard to his own field.

The weekly editions of daily newspapers are in many cases being deliberately killed by their publishers, because their daily edition is making the weekly edition both unnecessary and unprofitable. Not the weekly edition of daily newspapers, but the daily edition is to be feared. Even so, the daily edition, even though its circulation in rural communities may increase, need not displace the local weekly—this, if the local weekly occupies its field more and more thoroughly all the time.

WEEKLIES WILL CONSOLIDATE

It is inevitable that the circulation of the dailies shall increase in rural communities, and that the appetite for the daily shall grow; but the local weekly will still be wanted—to provide local news with desired fullness, and to be a medium for local advertising. It is practically certain, however, that there will be a consolidation of weeklies in over-papered communities, and that the publishers of these strengthened weeklies will produce much better newspapers than they are now doing.

The deeper acquaintance rural dwellers develop with good dailies, the more appreciative will they become of what goes to make up a good newspaper; and so will they become more exacting in their demands in regard to the weekly or weeklies serving them. It follows, therefore, that the publishers of weeklies will have to take many leaves out of the book of the daily men.

MORE MONEY FOR THE WEEKLY MEN

One source of revenue which the publishers of daily newspapers are not likely to make serious inroads on is that of local advertising. The higher a daily's advertising rate goes, the more completely does it exclude from its columns the advertising of retailers whose field of operation is local. This situation drives the local retailer into the columns of his local medium. Also, there is this to consider: the more the dailies circulate in a rural community, and the more the advertising in the dailies threatens the business and prosperity of country retailers, the greater is the necessity for these adversely affected retailers to be up and doing, matching the offerings and inducements of city advertisers with their own. This circumstance should throw into the columns of the local weekly much additional advertising, and so compensate the publisher of the weekly for any losses which he may have sustained through the incursion into his field of a daily published in a near-by or remote city.

NOT A BAD OUTLOOK AFTER ALL

Taking it all in all, the outlook for the publisher of a country weekly is not by any means a black one—this in the event of his diligent and aggressive occupation of his own field.

The publisher of a country weekly cannot, however, hope to make any progress, or even to hold surely what he has, by a policy of taking-things-easy. He must think harder and deeper, must toil more, and must spend more money on his newspaper, if he is to emerge triumphant from the battle of competition.

Let the publishers of weekly newspapers rejoice that the sinews of war are being supplied them in the movement to increase the price of weeklies from $1.00 to $1.50.

Ontario's Weekly Press

ONTARIO'S $1 weekly is cheap, but not so cheap as the community that permits a local newspaper to perish rather than add 50 cents to the present subscription price of once-a-week journals in this province.—*Toronto Telegram.*

Press Association Meetings

THE Advertising and Advisory Committees of the Canadian Press Association met last month, the general manager, John M. Imrie, being present. Mr. Imrie was granted an extension of his year of absence until Sept. 1, when he expects to be fully recovered from his severe illness. He proposes to spend the summer in Muskoka.

In connection with the Weeklies' Campaign to raise the subscription price from $1 to $1.50, it was decided to have prepared a series of advertisements for publication in the weeklies, explaining to readers why the advance is justified and necessary.

NIAGARA DISTRICT PRESS ASSOCIATION

A MEETING was held at Welland of the newspapermen of the Niagara district. Those present were:

H. B. Sidey, *Tribune*, Welland.
L. B. Duff, *Telegraph*, Welland.
J. H. Thompson, *The Semi-Weekly Post*, Thorold.
J. K. Dissett, *Record*, Niagara Falls.
F. H. Leslie, *Review*, Niagara Falls.
W. A. Fry, *Chronicle*, Dunnville.
J. G. Johnston, *Review*, Bridgeburg.
J. M. Elson, *Journal*, St. Catharines.

There was also present W. E. Smallfield of the *Mercury*, Renfrew, president of the Canadian Press Association.

The following resolution was unanimously passed:

Moved by L. B. Duff, seconded by J. M. Elson: That we, publishers met in the town-hall, Welland, Monday, March 13, hereby agree to organize the Niagara District Printers' and Publishers' Association, that H. B. Sidey be president, and J. H. Thompson, secretary.

The following resolution was also unanimously carried:

That this meeting of the N. D. P. & P. Association approve of the proposition to increase the subscription price of the weekly and semi-weekly papers to $1.50 per year.

The exact time when the change should take effect was not decided, but left until another meeting.

GREY COUNTY PRESS ASSOCIATION

AT A well attended meeting of publishers of Grey County, held on March 10 at Owen Sound, it was unanimously decided to put in force the $1.50 subscription rate on July 1, provided the co-operation of every weekly publisher in the county could be secured.

OTTAWA VALLEY NEWSPAPER MEN MEET

THE members of the Ottawa Valley Press Association held their annual meeting at Carleton Place. There was a fairly good attendance and a number of things of interest to those engaged in the publishing business were discussed and dealt with. It was decided to advance the subscription price of weekly newspapers.

Until the 1st of July the present rates will remain in force but on and after that date the subscription price of all weeklies in this district will be $1.50 per year in advance with 50 cents additional for postage to United States subscribers. Papers in the adjoining Counties, Leeds, Grenville, Stormont, etc. have already announced the increase.

At this meeting G. F. McKimm of Smiths Falls was re-elected president and W. W. Walker of Perth, secretary-treasurer.

PEEL, HALTON AND DUFFERIN PRESS ASSOCIATION

AT BRAMPTON on March 11, there met in convention eleven publishers to consider the question of raising the subscription price of weekly newspapers to $1.50. The following resolution was passed:

"That this meeting of the Halton, Peel and Dufferin Press Association is in favor of raising the price of the local weeklies to $1.50 per year, a policy necessitated by changing business conditions, and that papers not represented here to-day be waited upon and asked to signify their approval of this rate; that a committee from the C. P. A. and this Association be appointed to interview the publishers of Hamilton and Guelph weeklies in regard to increased prices of weeklies; and that we recommend that this new rate come into force on the 1st of July next or at a date to be agreed upon at a meeting to be held in June."

W. E. Smallfield, president of the Canadian Press Association, was present and delivered an address. Also present as visitors were A. R. Alloway, assistant manager of the C. P. A., and J. C. Kirkwood, editor of PRINTER AND PUBLISHER.

The publishers present were Samuel and C. V. Charters of the Brampton *Conservator;* J. F. E. Clarridge of the Shelburne *Economist;* R. L. Mortimer of the Shelburne *Free Press;* F. N. Leavens of the Bolton *Enterprise;* John Foley of the Orangeville *Sun;* Vance Statia of the Orangeville *Dufferin-Post;* B. McGuire of the Orangeville *Banner;* H. P. Moore of the Acton *Free Press;* Elgin A. Harris of the Burlington *Gazette*, and W. Logan Craig of the Grand Valley *Star-Vidette.*

Are Weekly Paper Ads Read?

(The Dry Goods Review.)

ON SEVERAL occasions lately merchants have asserted with some force, that they had given up advertising in their local weekly papers as no one ever read the ads. They knew, because they had tried newspaper advertising without results. Daily ads. were all right, they admitted, judging by the continuous performances of some merchants but the weekly was not in their class.

And yet for all this claim coming from many parts of Canada, *The Dry Goods Review* is disposed to take issue from many examples besides the Owen Sound one cited in this issue. We believe the merchant himself is to blame more than the paper or its readers. We have one town in mind where the whole advertising section of the paper looks dead, no more interesting than so much plate, fill-up matter. The ads. run week after week without a change, and whenever they are altered they are filled with generalities, such as: "See our new dress goods, our latest novelties in such-and-such, our Spring millinery"—dead, dead, dead. Not a price, not a line of description of the individual lines, nothing to show why they are worthy of the public's inspection and purchase; nothing better or more inspiring in fact than if we should read: "Jones Bros., we keep dry goods."

Good ads. have a definite news value that is appreciated by a newspaper as well as its readers. We have talked to newspaper proprietors of dailies, as well as weeklies, who value a live dry goods ad. on their page as highly as news. We have heard of papers that have cut their rates—almost offered free space—to live dry goods stores, to make certain that their daily announcements would appear in their paper as well as in the rival one.

If a merchant finds these "dead" ads. in his weekly paper he should not only bring his own up to the modern standard demanded by women, but induce other local merchants,—even rivals—to get life into theirs, and line up the newspaperman,—who may be nodding himself—to do the same. The application of some galvanizing force should reverse your opinion on the value of weekly paper advertising.

Farm Papers of Canada

THE farm paper publishers of Canada, organized into an Association at the last annual meeting of the Canadian Press Association, held last month their first official meeting since organization. The Association bears the name, The Farm Papers of Canada.

The publications forming the Association are: *The Farmers' Advocate*, London and Winnipeg; *The Farm and Ranch Review*, Calgary; *Canadian Farm*, Toronto; *The Canadian Countryman*, Toronto; *The Farmer's Magazine*, Toronto; *The Weekly Sun*, Toronto; *Farm and Dairy*, Peterborough, and *The Maritime Farmer*, Sussex, N.B. One or two Western farm papers are likely to join the Association later on.

John Weld, of *The Farmers' Advocate*, is president; and George M. Bertram of *The Canadian Farm*, is secretary.

At the meeting of the Association last month the important business was the consideration of a protest to the Dominion Government concerning its two agricultural publications, *The Agricultural Gazette* and *Seasonable Hints*. The former began two years ago, the latter began four months ago. It is felt that these publications are menacing the interests of legitimate farm papers, and are expressive of a wrong conception of and attitude towards commercial farm papers. It is probable that a formal presentation of the views and objections of the Farm Papers of Canada will be made to the Minister of Agriculture in the near future.

In this connection it is to be noted that the Government of British Columbia has just begun the issue of a monthly farm publication, *The Agricultural Journal;* also that the *Journal of Agriculture*, Montreal, is in reality a Quebec Government publication, carrying much advertising, and very extensively distributed.

At the recent meeting of the Farm Papers of Canada, the matter of co-operative promotion work was discussed, looking forward to immediate definite action in the direction of "selling" the farm press of Canada to non-users of this class of media, and to extend the volume of farm advertising.

New Government Publication

THE *Military Hospitals' Commission Bulletin* is the name of a new publication issued from Ottawa by the Military Hospitals Commission of Canada, which was appointed by an Order-in-Council, and whose president is the Hon. J. A. Lougheed, P.C., K.C.

The Military Hospitals Commission was formed for the purpose of providing convalescent homes and medical treatment for returned invalided and wounded members of the Canadian Expeditionary Force. Shortly after its formation it was recognized that it would be necessary to extend the benefit of this treatment to men who had enlisted, but had not proceeded overseas. Later, it was decided by the Prime Minister that the powers of the Commission should be extended to cover the matter of the vocational re-education of those who through their disability might be unable to follow their previous occupations; also that the necessary machinery in the form of Provincial Commissions and local committees should be installed in order to provide employment, not only for disabled men, but, at the close of the war, for the able-bodied as well.

The new publication consists of four pages, measuring 11 x 18 inches.

A Steamship Magazine

THE Canada Steamship Lines, Ltd., have broken into the magazine field with the *By-Water Magazine*, which is to serve the purpose of promoting the welfare of the many employees of that company.

Bill Posters Must Dissolve

THE Associated Bill-Posters of the United States and Canada, one of the largest advertising enterprises in the world, is a combination in violation of the Anti-Trust law, and must be dissolved, according to a ruling given by Judge Kenesaw Mountain Landis in the United States District Court. The suit, which was brought by the Government in 1912, marks a triumph for the independent bill posters, many of whom were Government witnesses at the hearing last winter. W. C. D'Arcy, of St. Louis, was chief among the independent advertising men who testified as to the alleged high-handed tactics of the "Trust."

The Government's contentions which Judge Landis upheld were as follows:

That only one bill-poster in each town where the organization operated was allowed to be a member of it.

That rules prevented members from accepting national work from any advertisers who furnished business to non-advertisers.

That a schedule of prices was adopted for all parts of the country.

That the association furnished money to members with which to buy their competitors' businesses.

That a commission of 16 2-3 per cent. was required for the payment of solicitors.

That the rules prohibited members from accepting work from solicitors who were not licensed by the organization.

U.S. Newspapers Barred

THE American *Independent*, a weekly published at San Francisco, has been refused the privileges of the Canadian mails.

Another victim of the Canadian censorship is the *Germania*, a Teutonic weekly issued at Milwaukee.

The Canadian Government has also prohibited the circulation in the Dominion of the *Tagliche Volks-Zeitung*, a German daily, published in St. Paul, Minn.

All exclusions are made under the provisions of the war measures act and the penalty for Canadians found circulating copies in the Dominion is $5,000 fine, or five years' imprisonment.

Farmers as Publishers

FARMERS from twelve of the eastern counties of Iowa recently met at Cedar Rapids, formed the Iowa Farmers' Protective Association, and decided to publish a newspaper of their own. This publication is to be devoted to the farming interests of Iowa and will be edited by a competent farm-newspaper man. It will be issued probably from Cedar Rapids. The promoters of the new publication have not decided whether to issue a daily or a weekly. They are planning to visit Des Moines, Omaha, and other Middle Western cities to investigate the comparative cost and value of weeklies and dailies. It is said that the project is backed by half a million dollars capital.

The paper, while it will specialize in news interesting to farmers, will also cover the general news field and contain feature articles of interest to women.

Objectionable Advertising

WINNIPEG'S morality department threatens to prohibit the sale of *Jack Canuck*, a popular weekly, published in Toronto, if it does not cut out pictures and advertising, alleged to be obscene.

Estimatlng Test

IN THE recent estimating test, the results of which were published in the March issue of PRINTER AND PUBLISHER, the estimates sent in were submitted to an experienced estimator in Toronto, for an expression of opinion as to which in his judgment was the fairest estimate—fairest to both printer and customer. His comment is as follows:

"I consider estimate of W. F. to be most carefully and accurately prepared. Winnipeg estimate also good, and estimate of J. W. G. The main fault of the two latter is that they have not made sufficient charge for composition. The other variations are mainly due to differences of methods of working or quality of ink, etc. The fact that the best estimates were prepared on proper forms shows the need of this system being more widely adopted in order that the printer does not fool himself out of his just profits."

Before examining the estimates submitted in the test, this referee himself prepared an estimate. His figures in detail are as follows:

Stock: Add 10% for handling 25% for profit		$2.31
Composition:		
Linotype, 1½ pages at $1.15	$16.10	
Hand title 1 hour	1.25	
Advertisement, 2 hrs.	2.50	
		$19.85
Make up: 4 hrs. at $1.25		5.00
Lock-Up:		2.25
Press Make Ready:		3.00
Press Running:		1.35
Ink: ½ lb. at $1.50; add 20%		.90
Binding, etc.:		
Folding and stitching	$2.85	
Trim	.50	
Parcel and Deliver	.50	
		3.85
Total		$38.51
Quote: 1 M	$39.00	
Extra M's	8.00	

Estimating

IT SEEMS that in the printing business the man that loses the order is often more fortunate than the man who secures it.

The printer who sent in this job bid $20 on it, when he should have bid $26.50.

However, a printer with the charitable spirit took it for $15, and thus saved his competitor from losing money on the job.

Description: 10 check books, size of check 8 x 3¼, full sheet untrimmed 9 x 14, 4 checks to page in triplicate; display and rule printed in red: first and third sheets bond paper; perforated at end and between checks, duplicate onion skin not perforated; collate and bound, check book binding.

Composition: 2 hours, at $1.20	$2.40	
Alterations, 1 hour	.65	
		$3.05
Lock-up: 1 form, 2 pages, 9x14		.40
Press make-ready: 1 form, 2 pages, 9x14	$1.55	
Press standing for alterations	.60	
		2.15
Stock: 7-20 ream, 19x24-20, at $2.60		
7-20 ream, 19x24-20, at $1.80	$2.75	
7-20 ream, 19x24-20, at $3.50		
Add 20 per cent.	.55	
		3.30
Press running: 3,000 impressions, at $1.50		4.50
Ink		.60
Cutting		.35
Perforate, collate and bind, 10 books	$10.00	
Add 20 per cent.	2.00	
		12.00
Wrap and deliver		.25
		$26.60

WHAT A COST SYSTEM DOES

Here is a case that shows the value of an accurate cost system.. The printer's quotation was $140, and after the job was finished, he found the cost to be $153.55.

The difference was caused by numerous author's corrections, holding presses and other extras that can not be estimated in advance, because the customer is at fault. Of course, the customer must pay for these extra charges.

Description: 12,000 booklets, containing 12 pages and cover, 5¾ x 3; inside, 8 and 10 point, part tabular with line cuts; cover, display on 4 pages; printed in black; cuts furnished; binding saddle wired, trimmed.

Composition: 16 pages, 20 hours, at $1.30		$26.00
Lock-up 1 form, 12 pages, 12 x 19½	$ 1.00	
1 form, 4 pages, 6¼ x 12	.50	
		1.50
Press make-ready: Inside, 1 form, 12 pages 12 x 19½	$ 2.55	
Cover, 1 form, 4 pages, 6¼ x 12	1 05	
		3.60
Stock: 3 3-20 reams, 28 x 44-80, at $5.20		$17.28
Cover, 2 2-20 reams, 20 x 25, at $6.50	13.65	
Add 20 per cent.	6.19	
		37.12
Press running: Inside, 12,000 impressions, at $1.40	16.80	
Cover, 12,000 impressions, at $1.15	13.80	
		30.60
Ink		2.00
Cutting		1.25
Binding: 12,000, at $2.36	$28.32	
Add 20 per cent.	5.67	
		33.99
Wrap and deliver		1.00
Sells for $140.		$137.06

Apprentice Training

IN THE printing business of R. R. Donnelley Company, Chicago, whose plant covers more than three and a half acres, the training of apprentices is a serious and organized department. They take in 30 lads each year between the ages of 14 and 16 years of age, and give them from four to six years of schooling under the supervision of a well known educator of Chicago who teaches them about four hours a day in mathematics, English and grammar, using the remainder of the day in practical shop experience. After a certain time they select the department they like best in which to finish their trade. They are paid regular wages during this time and $1.00 a week is deposited to their credit, which is put into a savings account and presented to them at the end of their apprenticeship.

At the age of twenty-one years they have become full-fledged journeymen and receive the maximum wages paid. In this manner they get better workmen and men who are loyal to them.

Anti-Waste in Britain

THE NORTHFLEET (Kent, Eng.) Urban Council has decided not to punctuate the official reports of its proceedings, in order "to save expenditure in printing," and in their last record not one comma or full-stop is to be seen.

Pointed & Pointless

BY SIX POINT BILL.

A FRIEND of *Printer and Publisher* writes me of his troubles with employees dodging in a few minutes late; with the "professional" loafer and what to do with him; if the time lost should be charged to a job or jobs, etc. For some years I drew salary as foreman and superintendent in a print shop or two. What I did with the p.l. is what Emperor Bill has been doing with his howitzers—"fired" him. The honest shopmate hates the p.l., and why should the latter and the honest customer "make up" for the loafer. The bigger the city the more strictly are the rules enforced as to starting time. A printer or pressman or binder sells his labor of eight hours each day. Seven hours and fifty-five minutes are not eight hours. It would be just as fair for the grocer to give out 15 ounces of goods for a pound, or the dry goods man sell 35 inches of material for a yard, as to attempt to justify the fellow who "beats" the clock. If an employer wishes to assume the role of a philanthropist and give away time, which is money, he should take it from his own private salary, and not charge it to the customer. In such villages as New York or Chicago, employees on the newspapers must be Johnny-on-the-spot when "time" is called. Even if a train "jumped the track" on the way to work, it is no valid excuse for being late. The rules of "the office" and the unions are that being ate at "time call" is "neglect of duty." But don't forget to use the howitzer on the professional loafer.

. . . . . .

I have seen some curious makeshifts in printing palaces, but a marble slab, turned upside down, the lettering underneath, doing six-days' work and overtime as an imposing stone, has first place. If I had a close acquaintance with spooks, other than the one who meanders around on pay day, I'd induce one or two to hop to the internal economy of Mr. Mergenthaler's invention in this particular shop and force the intelligent to say things and think rapidly. On the chiseled side of the slab it reads: "Sacred to the memory of William ———," whose front name was Bill.

. . . . . .

Some printers and some publishers pull long faces—and pipes—all day, and expect yes, expect. The only person I ever heard of making money out of "Great Expectations" was Charles Dickens, and he had to go to work at them.

If I were a "much dough," and M.D., or something like that I'd prescribe throwing the pipe out of the window, the long-face after it, read the ad. and printing tips in this *Printer and Publisher* paper, a hot-foot bath to take the cold out of them, a half-ounce of Jamaica (ginger, I mean), the patient to repeat "I can" and "I will," till he believed in himself and then set after the ads. and the job work, not even forgetting the "boss bills." Under such treatment, if the patient does not get as busy as David Harum's dog, then I don't know anything about the trouble a 7-point space or two will cause in a handful of 6-point type, and what to say to the typo who put the 7 pointers in the wrong place.

We frequently hear it said, "The small-town weekly is losing its influence." Let me relate in brief a true story of a certain small-town weekly, a bunch of railroad promoters, and three daily papers. The railroad promoters were out after municipal guarantees of half a million dollars' worth of bonds, and needed the money. Two of the daily newspapers supported the bond guarantee strongly. The third, farther away, also used its great influence. The other weekly papers in the territory were as eloquent as oysters. This certain small-town weekly alone opposed the bond guarantee. Like Davy Crockett, the editor made sure, and then went ahead. For weeks he kept up his opposition. A dozen or so of his subscribers who would benefit at the expense of the many in the municipalities, were "induced" to "stop the paper." The editor carried the war into Africa. The result was, in the face of the strongest kind of opposition, the certain small-town weekly defeated the proposition. Well yes, it was good for a few dozen extra subscribers for the certain small-town weekly. The editor saved the people from themselves—and the promoters. The greatest calamity that could befall this country would be the downfall of the town weeklies. Without the weeklies, it would be possible to fire the heather, and clean-up the people behind the smoke.

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WILLIAM BLAIR PRESCOTT

Many friends, and he had many, were dissatisfied with the life stories of the late William Blair Prescott, of Chicago, a native Thornbury, Ont. Since Billy was of an earlier generation, the young men of the daily newspapers did well. At least, there is a reasonable excuse. An exception, however, must be made of the Omaha *Bee* whose manager, T. W. McCulloch, was a close personal friend of Billy Prescott's. I did not have the privilege of reading the stories of the Baltimore *News* or the *American* nor the Indianapolis *News*, on each of which Billy was employed after he left the I.T.U. President's chair. In relating this story I do so simply because of the inspiration it may be to some young man some young lad who is ascending the ladder of success with a load and a half and more on his shoulders. Very few carried the load that William Blair Prescott carried.

Prescott's father, a Lancashire man, died when the subject of this story was but eleven years old, the eldest of a family of five. His mother, Jane Gault, was a member of one of the best of the early families of Ontario. Stern necessity compelled the widow's eldest son to seek employment. He could not have been more than 13 years of age when he was apprenticed under the late James Murray in the old Presbyterian office on Jordan Street, Toronto, which establishment was owned by C. Blackett Robinson.

To those who can only remember Billy Prescott of late years, let me say that he was a very small, thin boy, dressed in knickerbockers, and with the aid of an old type box was able to see what was in the space box. A plank or two assisted the type box and Prescott when he took his first stick in hand. When he was elected President of the I.T.U., on June 11, 1891, he did not weigh more than 120 lbs. Before his death he tipped the scale beam at 200 lbs. The astute, yet kind-hearted James Murray liked the boy, for he was alert, keen, of a pleasant disposition, and gave promise early that he would be the highly proficient workman that he was. Before he was 18 years of age he had completed his five years' apprenticeship, worked in Lovell's, where the Toronto *Telegram* now stands, and then "showed up" on the *World*, then on King Street east, as a "sub." It was on the *World* that I first met him. A few month's after I "blew in" on the *World*, too. We both were born in the same year, and the boy friendship formed lasted till the end. The struggle to provide for his mother, sisters and brothers I knew well, yet I never heard him complain. To further add to his responsibilities, a brother was killed in the railroad train collision on Jan. 2, 1884, at the Bolt Works' switch at Swansea. William J. Wilson, then foreman of the Toronto *World*, now foreman of the Toronto *News*, gave Billy "slug 4" and told him "to stay there till he took him off," which meant a "regular situation."

I never knew a man with a better balanced mind than Billy Prescott. Before he was 23 years of age he "stood out" so conspicuously that his fellow typos placed him at the head of Toronto Typographical Union No. 91, and a few years later, on June 11, 1891, at Boston, he was elected President of the International Typographical Union.

The stories printed of him at his demise would lead many to suppose that Billy Prescott was a radical. The very opposite was the case. He was extremely cautious and conservative. The late Sir Oliver Mowat was not more conservative than Prescott. And paradoxical as it may seem, both were Liberals. Prescott was a "safe" man. To illustrate, at the Atlanta session of the I.T.U., in 1890, he was Chairman of the Committee on Laws, the most important position on the floor of the convention. A big six-foot Texan had a wild-cat proposition which he laid before the Law Committee. The Texan tried hard to get the Law Committee to favorably report on the amendment. Prescott reasoned it out with the Texan in a nice, pleasant way. Then the man from the one-star State tried another way to win over the chairman. He threatened and grew belligerent. What the little five-foot-two Prescott did to that Texan in debate was "a shame," as the boys say, but this incident, just the same, marked him as the man for the President's chair at the Boston session the next year.

Let it not be imagined that W. B. Prescott was an office-seeker. He was the very opposite. At Boston, Harry Parr, now superintendent of the Toronto *Star*, and Amos Pudsey, now manager of the T. Eaton Co. printery, had to actually hold him down in his chair to prevent him from declining the nomination. He was not an aggressive man, but when he took ahold things had to move. His first official act was to consider an appeal on type standard

sent by the proprietors of the Detroit *Tribune* to the office of the President. Prescott was a master of his business, and his decision, giving his reasons, was adverse to the men and favorable to the proprietors of the *Tribune*. He received a "scorching" from some of the thoughtless, but that did not phase him. He knew he was right. For six years he held the office of President, and during that time type-setting machines were introduced. It is fortunate, indeed, for the printing business throughout that Prescott was President of the powerful I.T.U. On one side was a group of thoughtless employers, though all could not be so characterized.

On the other side was a powerful organization waiting for real leadership. Billy Prescott was summoned before a group of big publishers and asked for his policy on the machines. Prescott's answer was: "Gentlemen, we will operate the machines." To that policy he educated the printers of North America. It called for stern leadership. Men were being displaced right and left. Offices that employed steadily a hundred men at the introduction of machines gradually reduced their forces to 50 and 60. In Baltimore, the local union refused to accept the travelling cards of two operators from another city. Billy was appealed to by the proprietor. He wired Baltimore Union to accept the cards of the operators or hand in the charter within 24 hours. Those without the pale of the typos' union can scarcely comprehend what that 24 hour order meant. In plain English, it meant that all the money and all the resources of the International Typographical Union was arrayed on the side of the Baltimore proprietor. The local union knew that, too. And yet—a few years after Billy Prescott achieved one of his great triumphs from that same city of Baltimore, for Democrat though he was, President Roosevelt appointed him Federal Commissioner of Printing at the St. Louis Fair.

The very fact that he was compelled to go to work when but a child debarred him from the great advantages of a college education. Yet in the City of Baltimore the dons of Johns Hopkins University were his closest chums, particularly the political economists.

At length he found himself in Chicago, in the employ of the Henry S. Sheppard Co., and at the time of his death was general manager of all the Sheppard publications; this included the *Inland Printer*, where he was the friend of the office boy and the youngest apprentice. Every bindery girl and stenographer had a friend. He was not too big to remember all by their first names. The grouch is the upas tree of many an industrial establishment. Billy Prescott knew that a cheery smile and a kind word was the better investment, and made life worth while. President of the Trades Paper Association of Chicago at his death, a member of the Ben Franklin Club, where his great knowledge of economics were recognized and highly prized, a member of Chicago Typographical Union No. 16, and a member of the Printers' Club. His salary with the Sheppard Company was well up in the five figures.

William Prescott was marked out for hard, hard work. His early demise at 52 years may be said to be a sacrifice to his fellow man. One morning at the St. Jo session, President Lynch had a half hour on his hands, waiting for committee reports. Billy was standing in the back of the hall, and Lynch "called on" him. Going up to the platform he was heard to remark, "What will I talk about?" A delegate suggested "Technical Education." Prescott was in his element. Advancing his fellows was his religion. He took the convention by storm. A few days after the question came up on the floor, a report was asked for: Billy Prescott and Harry McQuilkin, of the *Inland Printer*, were the committee. That settled it. The committee on Supplemental Education became a feature. Prescott was made secretary, and it was looking after over 3,000 of his students, in addition to other duties, that wore him out, and a stroke of paralysis was the result. To his closest friends that meant the end. Billy's active brain could not be quiet. He recovered, with the loss of the use of his left arm. Back he went to his work. He worked nights and even Sundays to catch up, dictating to his students. The hardest metal breaks in hard-driven machinery; flesh and blood wears, too; the second stroke followed. Billy Prescott was the sacrifice.

One more paragraph, and then I'm done. I said above that his was the best-balanced mind that I ever knew. The Franklin Club is an employers' association; the Typographical Union an employees' organization. He belonged to both; was true to both. The interests of one were the interests of the other. Prescott never swerved in his loyalty to either. How many could stand such a test? Shakespeare's words come:

"Honor and fame from no condition rise
Act well your part, therein all honor lies."



WILLIAM BLAIR PRESCOTT

Book Reviews

ADVERTISING BOOK, 1916 (THE). By Paul Terry Cherington. Published by Doubleday, Page & Co., for the Associated Advertising Clubs of the World, Garden City, New York.

Professor Cherington struck a highly interesting note and established a number of original standards when he published an earlier volume, "Advertising as a Business Force," three years ago. This book was widely read and now is generally regarded as a documentary work in business literature. The new treatise, which the Harvard educator has written for the Associated Advertising Clubs of the World, is similar in some respects, but carries many of the earlier conclusions of the author to much broader fields of advertising and merchandising. That the author sees a considerably larger scope for his subject in this newer work is indicative of the trend of advertising and of the broadening of the science of industrial literature as applied to constructive merchandising methods. Professor Cherington's book is remarkable for its comprehensive review of so large and complicated a field of operations. It serves as a reference book for those not informed or slightly familiar with advertising; and at the same time is valuable as an aid to the practical worker in the advertising field.—*New York Outlook.*

DELANE OF THE TIMES. By Sir Edward Cook. (Makers of the Nineteenth Century.) Henry Holt & Co., New York.

The name Delane is indissolubly connected with the London *Times*—not the London *Times* of to-day under the Northcliffe administration, but the *Times* as it existed during the reign of Queen Victoria. Sir Edward Cook's volume is, first of all, an account of that paper during Delane's editorship from 1841 to 1877. But the biography is a great deal more. It tells us about Peel and Palmerston, about Aberdeen and Russell, about Disraeli and Gladstone, in a way which makes those characters stand out vividly. The volume is thus a real addition to our knowledge of Victorian politics and diplomacy. Sir Edward's repeated tributes to sound journalism as expressed by the *Times* under Delane are worth reading by every journalist. Yet there is something rather paradoxical in the fact that the present British Censor-in-Chief has written an enthusiastic appreciation of one who consistently defied censorship!—*New York Outlook.*

PRINCIPLES AND PRACTICE OF DIRECT ADVERTISING. By Charles McFarlane. Published by the Beckett Paper Company, Hamilton, Ohio.

This book is intended for free distribution. One of its objects is to promote the sale of Buckeye Covers, the well-known product of the publishers. As a contribution to the literature of advertising, this volume of 180 pages is meritorious. It is an intensely practical book, dealing informatively and suggestively with such subjects as Engravings, Paper, Copy-writing, Typography, Dummies, Methods, Salesmanship—in short, with the principles and practice of direct advertising. The compilers and publishers of this book have shown themselves to have that broad outlook and far-sighted vision becoming more and more common as men advance in wisdom and in the knowledge that pettiness and selfishness of spirit are an impoverishment rather than a multiplying factor in a business.

WRITING AN ADVERTISEMENT. By S. Roland Hall. Published by Houghton, Mifflin Co., Boston and New York.

A readable, informative, stimulating book, written familiarly by a man who has won his spurs many times, in different fields of strife. as a writer of resultful advertising. Illustrated with many examples of real advertisements. A book on a subject on which few have written so sensibly, fully and practically.

MacLean's London Manager in Canada

E. J. DODD, Managing Director of the MacLean Co. of Great Britain, is on an extended visit to Canada in the interests of both British and Canadian manufacturers. His intention while in Canada is to call on Canadian manufacturers interested in the question of a British market for



E. J. DODD,
Managing Director of The MacLean Company of Great Britain. Now in Canada in the interests of British-Canadian trade.

their products; and on Canadian manufacturers' agents representing or willing to represent British manufacturers.

Mr. Dodd has been in the service of the MacLean Publishing Co. for thirteen years, four years of which were spent in Canada. For the past nine years he has been in charge of the London office of The MacLean Publishing Company.

Mr. Dodd is an Englishman by birth, and knows his own country as he knows his own countenance. His acquaintance with British exporting houses is a very wide and intimate one; likewise his acquaintance with what Britain can use of Canadian production.

The war has brought about entirely new trade conditions, and inter-Empire trade is bound to expand enormously and permanently when peace comes. It is with a clear perception of what should be done now that Mr. Dodd, with the full approval of his principals, has come to Canada, to confer with all who may wish to know the mind of an acute observer, a clear thinker, and an extraordinarily well-informed man on matters pertaining to British-Canadian trade.

Any business firms, readers of PRINTER AND PUBLISHER, wishing to communicate with Mr. Dodd, should address him as follows: E. J. Dodd, c/o MacLean Publishing Co., Ltd., 143 University Ave., Toronto.

Newspapers in Germany

A DESPATCH from Berlin, Germany, says that, although the war has naturally caused a great increase in the reading of newspapers, in that city, this fact appears to have brought no pecuniary advantage to the newspapers themselves.

This is evident from a statement just issued by the Society of German Newspaper Publishers, given out at a convention held in Berlin. This statement says that the public holds quite erroneous views about the prosperity of the newspapers; that while they have, indeed, increased their sales, receipts from advertising—the largest source of income for all newspapers—have been sharply reduced. In some cases by more than one-half. On the other hand, the expenses in the editorial departments have greatly increased, and the cost of paper has become such a serious matter as to cause the suspension of a number of publications.

The statement appeals to the Government to fix maximum prices for paper, in order to insure the continued and regular publication of the newspapers. The Government is also asked to adopt measures, after consultation with the Society of Publishers, for restricting the consumption of paper as long as the war lasts.

War Kills London Standard

THE *London Standard* suspended publication on March 17. It had been a losing struggle ever since the beginning of the war. In the first fortnight following the outbreak of war its weekly revenue from advertisements fell from more than $10,000 to $3,500. More recently, the paper was hampered by the high price and the difficulty of getting an adequate supply of "news-print" paper.

Established as a morning newspaper in 1857, the *Standard* attained its greatest influence toward the close of the last century. Moderate and Conservative in politics, Mr. Mudford, the editor-proprietor, raised it to such high rank that Mr. Gladstone regarded it as the best barometer of middle-class opinion. After Mr. Chamberlain's fiscal campaign it was the only London newspaper representing Conservative views consistently to advocate free trade. Then it passed by purchase to the Tariff Reform group, in whose hands its decline began.

On February 23, last, the *Standard* was put up at a receiver's sale, but the auction was a failure. The bidding started at $500, getting very little further, for what the auctioneer described as "the spiritual assets." For "the physical portion," the machinery, plant, and contents of the publication office in Shoe Lane, and including the freehold and leasehold premises and the business offices maintained in Fleet Street, the first bid was $25,000 and the highest $52,500, at which point the property was withdrawn by the auctioneer, as the last figure was much under the reserve price fixed by the court.

London Daily Mail Offers Service

A NEW competitor enters the field of newspaper feature service with the announcement that the London *Daily Mail* Special Feature Service is now prepared to supply to newspapers and magazines in the United States and Canada its serial stories, fashion sketches, cartoons, and special articles. The *Daily Mail* has a large staff of special writers, not only in Europe, but scattered about the world, and its cartoons by "Poy" have won an extensive reputation. Among its special writers are: Coralie Stanton and Heath Hosken, Max Pemberton, Alice and Claude Askew, Elizabeth York Miller, J. B. Harris-Burland, Arthur Applin, Pierre Castello, William Le Queux, and Henry Farmer.

Toronto Star Triumph

AN AMAZINGLY successful good-will enterprise has been the bringing to Canada by the Toronto *Daily Star* of Frank R. Roberson, famous world-traveller and lecturer. Mr. Roberson's lectures are known as Travelogues, and are a combination of "talk," stereopticon slides and moving pictures.



FRANK R. ROBERSON.
Whose "Travelogues" in Toronto, given by arrangement with the Toronto *Daily Star*, have been sensationally received.

The slides are veritable works of art, masterpieces of photography and slide coloration. They constitute a series of pictures so beautiful and interesting that nothing finer can well be imagined.

Massey Hall, Toronto's largest auditorium, seating 3,000, has been filled to capacity at almost every "travelogue." The record for five weeks was an attendance of 125,000. Two hours before the lecture have people gathered to make sure of admission. Reserved seat portions of Massey Hall have been sold out for a fortnight in advance. Toronto has never had an attraction so popular.

The presentation of these travelogues in Toronto will, when completed, cover a period of eight weeks. From Toronto Mr. Roberson will go to Hamilton, and after, probably to Ottawa and Montreal.

The newspapers with which Mr. Robertson allies himself receive no part of the receipts from these picture-lectures, and advertising space required is on a gratis basis. A coupon preparing daily in the newspaper is an essential factor of admission, and so circulation is promoted.

Perhaps the real reward to the co-operating newspaper is the demonstration of its power as an advertising medium —this since every other local newspaper is as silent as the grave concerning the event.

Mr. Roberson has been giving his illustrated lectures in connection with newspapers for over twenty years. In New York he appeared continuously for three months in connection with his engagement there with a daily newspaper.

The Toronto *Daily Star* has scored a notable triumph in giving to its readers as a mark of good-will this series of travelogues.

Canadian Advisory Board for A. B. C.

THE growing interest in the Audit Bureau of Circulations by Canadian advertisers, agents and publishers and the rapidly increasing Canadian membership of the Bureau have resulted in the appointment of a Canadian Advisory Board. This action was taken at a recent meeting of the Board of Directors of the Audit Bureau. This Advisory Board will consist of seven members until the Audit Bureau's Convention is held in June, when it is expected that it will be increased to eleven.

The Advisory Board for the present consists of representatives of Canadian advertisers, advertising agents, newspapers and farm publications. The additions made to the Bureau later will include representatives of magazines and periodicals and class, trade and technical publications.

The seven members at present composing this Advisory Board are:—

Advertisers:

J. G. Palmer, Canadian Kodak Co., Ltd., Toronto.

B. H. Bramble, The Goodyear Tire & Rubber Co. of Canada, Ltd., Toronto.

J. M. Gibbon, Canadian Pacific Ry., Montreal.

J. P. Atkinson, The N. K. Fairbank Co., Montreal.

Agent:

J. J. Gibbons, J. J. Gibbons, Ltd., Toronto.

Publishers:

Wm. Findlay, *Free Press*, Ottawa.

G. F. Chipman, *Grain Growers' Guide*, Winnipeg.

The advertiser members were recommended by the Executive Committee of the Association of Canadian Advertisers, which is working in co-operation with the Audit Bureau of Circulations.

Agency Items

SELLS LIMITED, the British advertising agency which opened a branch at Montreal, is withdrawing from Canada.

Another big American advertiser, the Waltham Watch Company, Waltham, Mass., will for the first time have its Canadian advertising directed and placed through a Canadian agency. Norris-Patterson, Limited, have been selected to prepare and handle the account, the campaign for which will commence the middle of April.

The Canadian Pacific Transcontinental lines, the Trans-Pacific and Trans-Atlantic services of this same company, its Natural Resources Department, and the Dominion Atlantic Railway are carrying on advertising campaigns in the United States, using the services of Albert Frank Co., Advertising Agents, New York.

Among the Canadian Agencies "recognized" by the American Newspaper Publishers' Association are: Canadian Advertising, Ltd., Montreal; Desbarats Advertising Agency, Montreal; Gagnier Advertising Service, Toronto; McConnell & Fergusson, London; A. McKim, Ltd., Montreal; Norris-Patterson, Ltd., Toronto, and F. Albany Rowlatt, Toronto.

The Toronto advertising agency, known heretofore as Ads, Limited, will in future do business under the name of R. C. Smith & Son, Limited, letters patent changing the name having been secured. The alteration has been made in order to have the personality of the principals more closely identified with the name of the firm. R. C. Smith was formerly with the Toronto *Globe* and his son, Adam F. Smith, was advertising manager of the Canadian William A. Rogers Co.

The H. K. McCann Agency, Toronto, is placing a small amount of business for the Canadian Northern Railway in the New England and Eastern States. The campaign will advertise Nova Scotia resorts for the benefit of the Halifax and South Western Railway which is part of the Canadian Northern system. It is also placing a small amount of business in a few Canadian newspapers for Wm. C. Cone of Southampton, Ontario, who is bringing out a new foot remedy.

The Baker Advertising Agency has as a client a new advertiser, The Rowe Hose Supporter Company of Canada, 400 Richmond St. W., Toronto.

Dominion Government Advertising Campaign

THE Canadian Government will spend from $50,000 to $100,000 in Canadian newspapers and other publications to advocate Production and Thrift. This campaign has already begun, and will be completed in eight weeks, unless it is decided to enlarge it.

No advertising agency is being employed in connection with this campaign. Copy and instructions are being issued by the King's Printer, Ottawa.

This campaign follows on other somewhat similar campaigns: the Apple campaign of 1914, and the Patriotism and Production campaign of last year.

Credit for the development of Government advertising is due in very large measure to the Canadian Press Association, which has been very diligent and helpful in efforts to inaugurate Government campaigns. Other government campaigns in which the C. P. A. had no small part in developing and shaping were the Farm Plot Cultivation campaign of last spring and the Peach and Small Fruit campaign of last autumn.

The success of the promotion work done by the C. P. A. should encourage the publishers of Canada to maintain a regularly organized promotion department as part of the work of the Canadian Press Association, and evidence is not lacking that the creation of a department of this nature will become very early an actuality.

PRINTER AND PUBLISHER has insisted again and again that very large and productive fields of advertising, as yet uncultivated or but slightly tilled, await development, and has urged co-operative creative work by publishers through the Canadian Press Association and otherwise. It is good to know that implanted seed-thoughts are germinating, and give promise of a vigorous growth.

Advertising Year Book

THE ADVERTISING YEAR BOOK—(British). Pocket size, 444 pages. Published by Hayman, Christy & Lilly, Ltd., London.

This volume is described as "The first annual issue." In conception, treatment and contents it is satisfying. In addition to lists of British media, advertising agencies, advertisers, and the other inevitable material in a book of this nature, the volume contains some special chapters on various phases of advertising by writers and advertisers of distinction—Herbert N. Casson, C. F. Higham, Gordon Selfridge, W. E. Catesby, A. W. Gamage, H. E. Morgan and others.

Produced during war times the war note is struck by two or three writers. Posters, direct-by-mail, and follow-up advertising, copy and merchandising form the subject of special chapters. A book one is glad to see, and hopes to see survive.

THE EDITORS' VIEWPOINT

The Circulation of Country Weeklies

THE publisher of an Ontario country weekly having a circulation of about 1,500 said that in the thirteen years of his ownership of the paper the changes in the list of subscribers exceeded in number his total list of subscribers. He said also that had he known before purchasing the paper that this was an imminent possibility, he would never have gone into that community.

One is disposed to think that in rural communities long-settled there is a stability of population, and that newcomers are comparatively few. Yet when one digs into the matter, one is startled by one's discoveries. A hundred address changes in a year in a country weekly's list of subscribers may or may not be the common experience, yet it has to be remembered that a hundred changes a year means a thousand in a decade.

Positions Vacant and Wanted

SINCE not a few letters are being received by PRINTER AND PUBLISHER from publishers and printers urgently in need of men, asking if we know of available good men, PRINTER AND PUBLISHER invites available men—printers, pressmen, advertising solicitors and writers, business managers, reporters and editors who are open to consider new positions—to send in particulars relating to themselves and the nature of the position they are qualified to take or desirous of procuring; together with salary requirements.

Having these particulars on file, we shall be able to put employers and available men into prompt communication with each other.

The war has so depleted the supply of printers and newspaper men that many employing printers and publishers are seriously embarrassed by the lack of good men. The present, therefore, is an opportune time to establish new connections in those cases where present employment is not fully congenial or adequately rewarded.

Newspaper Comics

FREDERICK DIELMAN, painter, and former president of the American National Academy of Design, denounced newspaper "comics" at a meeting of the New York Republican Club. The question for discussion was: "What can be done to bring Art closer to the people and increase their love for it?" Mr. Dielman said.

"There are things published to-day under the name of art which are horrible, and every time you young people look at them and think of them as art, their standards sink immeasurably. I refer particularly to the cartoons and so-called funny sections of the daily papers.

"Nine out of ten of the youngsters who have come to me to seek art instruction have brought me copies of these drawings as examples of the talent for art which they hope to develop."

Walter Scott Perry, director of the School of Fine and Applied Art of the Pratt Institute, added to the denunciation of "comics" in these words: "If we would develop a greater appreciation of art in the masses of the people, it is through the children we must work, for who are the people of the future but the children? The most dangerous influences at work against the art of the future are the Comic Supplements of the Sunday papers."

In these strictures and views is food for thought on the part of our Canadian publishers and editors. Publishing a newspaper is something more than a business, a means of acquiring wealth or a livelihood. The newspaper is conceded to be a public institution with powers for good and evil; and both the people and the law require the newspaper to be mindful of its mission and influence. Nor does success in publishing depend upon sensationalism or the publication of nasty news. "All the news that's fit to print" is the slogan of one eminent daily; and there are many newspapers, prosperous and estimable, that deliberately exclude from their columns, advertising as well as news, reading matter and pictures of pernicious influence.

The question is legitimate and timely: Is the comic page or the comic strip worthy of a newspaper of high ideals and a serious sense of its influence for good on its readers and community?

Conserving the Nation's Wealth

CANADA'S loss by fire in 1914 was over $24,000,000. A great part of this tremendous loss of approximately $500,000 a week, is due to forest fires, many of which are entirely prevented by the exercise of the simplest precautions.

The work of preventing forest fires, and of conserving our forests in other ways is organized, the Canadian Forestry Association of Ottawa, being the institution for this purpose. Among the officers, as territorial vice-presidents, are provincial ministers and others highly placed. The list of directors is long and includes the names of many distinguished men. The Association has an organ—the *Canadian Forestry Journal*, edited by Robson Black.

Mr. Black has just produced a publication of unique character and value, "The Boy Scout's Forest Book," 32 pages of text and illustration. Copies of this booklet have been presented to the 16,000 boy scouts of Canada as part of the Association's educational propaganda for forest protection. The book aims to make lads acquainted with the Canadian forest as a personal and national necessity.

Mr. Black has performed his work admirably. He has written in the spirit of youth, and in a very captivating style, in language on the boy-level. The idea of the book is capital and shows fine imagination and enthusiasm.

PRINTER AND PUBLISHER'S object in noting this publication is to draw fresh attention to the wealth of valuable editorial material of first-rate importance and interest to be found in Government and allied publications relating to Canada.

The conservation of our national resources and in particular our forests is a theme that can be profitably dealt with very frequently by our publishers. National thrift is quite as important as private or individual thrift. Thrift must be preached in season and out of season if our country is to avert or modify the period of stress and strain which will accompany the readjustments after the great war is ended.

National and personal extravagance may temporarily enrich certain business interests but repentance and bitterness and economic loss are the dregs at the bottom of the cup.

Co-operation Among Publishers

THE solicitation of advertising by co-operative effort is an idea taking hold of more and more publishers all the time. In union is strength.

The U. S. A. magazines have the Quoin Club, whose objects are the development of use of and faith in magazines as superior vehicles for national publicity. U.S.A. dailies have the Bureau Extension of the American Newspaper Publishers' Association. American agricultural publications have their central promotion bureaus. In Wisconsin the dailies and weeklies have joined with the printers and raised money with the object of making sociological and commercial surveys of that State. They are working in conjunction with the University.

In the State of Washington the country weeklies have united to advertise their claims. In Minnesota a co-operative movement to promote the interests of publishers is well favored. In Kansas, the press have for some time been very efficiently organized to promote their own welfare. They have an organ, *The Kansas Editor*. Publishers contribute from $2.50 to $250 a year to keep the work going. In New England and other areas of the United States publishers of dailies and class papers have united to carry on co-operative advertising campaigns in such publications as *The Editor and Publisher, The Fourth Estate, Newspaperdom, Printers' Ink* and *Advertising and Selling*.

In Canada, a number of weeklies a year or so ago united to publish a spokesman, *Town and Country Field*, but for reasons which need not be entered into. the publication of this useful medium has been temporarily halted. Co-operative campaigns in an American advertising publication were carried on last year by a few of the Canadian larger dailies and by some of the Canadian A. B. C. members. But latterly this co-operative effort to attract more U. S. A. advertising to Canada has subsided.

The need for advertising fields and media among American advertisers was discovered afresh by the business manager of one of Canada's big dailies when in New York recently. The belief that Canada is all upset by the war, and that the present is no time to cultivate the Canadian market, obtains very generally in the United States, and has operated to the hurt of Canadian publishers.

The correction of erroneous views and the establishment of right views clearly calls for publicity—for newspaper publicity. Direct advertising by individual publishers will become doubly effective if it is sustained by publicity in a medium or mediums read by advertisers, company directors and advertising agencies. This being so, Canadian publishers ought to take definite steps to make Canada and the conditions here widely and well known to American advertisers, who just now are experiencing an era of amazing prosperity, and who are spending their money freely to increase the sale of their goods.

Something is being done in the United States to advertise Canada—by the Canadian railways. The Canadian Pacific Railway, for example, is using page spaces in a list of American magazines to attract American farmers to the Canadian West. The copy of this advertising emphasizes present Canadian prosperity.

Yet Canadian publishers ought not to rely on the advertising done by the railways or by the Government, should the Government begin a campaign across the border to obtain farm labor. Rather should the publishers augment this publicity by publicity of their own, thus "cashing in" on what other interests are doing for similar ends.

In Canada, also, can the publishers carry on co-operative publicity campaigns—in newspapers and other publications; campaigns designed to develop advertising and advertisers.

Publicity is being recognized by all classes of people as the supreme method of educating and influencing public opinion and action; and the propagandists and exemplars of publicity should be publishers.

The Form and Quality of Circular Matter

WHEN printers and publishers are preparing advertising matter which they wish recipients to preserve, they should have regard to the form and size of what is issued, remembering that what is printed may be pasted in an information book or filed in a folder or binder made to hold letter-size communications (8½ inches x 11 inches).

Much advertising matter sent out by publishers, and which it is hoped will be filed, is too large. Foolscap size, for example, is not a good size for filing, on account of its excessive length. Similarly, it is equally bad to send out circular matter too narrow, or having too narrow a margin. Also, it may be wise to have circulars printed on only one side. So that if pasting in a book is the method of filing employed, this can be done without trouble or loss.

This point may seem to be a small one to printer or publisher; but it is a really important matter in the eyes of those for whom the printed matter is prepared. The thought suggests itself: If a standard size for circular matter intended for filing could be adopted by all publishers, it would be greatly appreciated by the recipients of their printed matter. In regard to catalogues of business houses it is to be noted that there is a well-advanced movement for the standardization of their size.

In this same connection it may be said that many circulars intended for filing are printed on a very inferior quality of paper, and their typography is poor. A user of filed-away printed matter feels that the publisher of circular matter should deem the information supplied of sufficient information to use for it a good grade of stock, and to make it good typographically.

Poor printed matter is an offence, and may divert favor. Thus it may prove to be false economy to use poor stock and to avoid trouble in the matter of its composition.

Taking pains is a source of revenue.

Kansas Newspaper Week

THE publishers of Kansas are holding a newspaper week this month. There will be six half-day sessions of which three will be devoted to the meetings of the Kansas State Editorial Association, and three to the short courses for newspaper men and women.

General lectures will be given each day by writers and publishers of national renown. There will be short courses in six fields of newspaper work—Advertising, Circulation, News, Printing Costs, Management and Public Service.

Here is a very practical sort of congress. Why should not every province in Canada hold a newspaper week modelled on this Kansas idea?

Electrotypes Cost More

A NEW scale of prices went into effect on April 1 in connection with the Canadian electrotyping and stereotyping companies. The justification is the advance in the prices of materials. Copper prices have advanced 200 per cent, wax 500 per cent., metals 150 per cent., and chemicals 400 per cent.

The increase is greater on electros whose dimensions fall below 50 square inches. On electros of 50 square inches and over the old scale is approximated. For example:

Electro Measuring.	New Scale (Effective April 1, 1916)	Old Scale (Effective July 1, 1911)
1" x 1"	$ .23	$ .25
2" x 2"	.39	.30
3" x 3"	.50	.40
4" x 4"	.67	.55
5" x 5"	.90	.75
6" x 6"	1.19	1.10
7" x 7"	1.54	1.50

In the new scale, quarter-inch measurements are taken into account and the exact cent charge is quoted. In the old scale half-inches measurement was the minimum for reckoning, and quotations were given in 5-cent and 10-cent amounts.

The electropying of magazine pages is likely to increase on account of the installation of cylinder presses for magazine work. The charge for this class of work by some firms is 4 cents a square inch for quarter-inch curved and bevelled plates.

The charges for book plates (for the printing of school books, etc.) have not been advanced.

Engravers' Charges

A NEW scale of prices for engraving went into effect in Canada on April 1, made necessary by the sensational rise in the prices of materials.

In a general way the increase is one of 20 per cent. From the revised scale of charges issued by the Manufacturing Photo-Engravers of Canada, the following illustrative items are taken:

	Per Sq. Inch.	Minimum.
Half tone, Sq. Finish	$ .20	$ 2.75
Half-tone, Close Cut	.30	3.50
Half-tone, Vignetted	.35	4.50
Zincs	.10	1.00
Zinc Half tones	.15	2.00
Colour Plates		
Duo-Tones	.60	8.00
Tri Colours	1.25	45.00
Quadri-Colours	1.50	50.00

Paper Prices and Color

FROM a Canadian paper manufacturer a publishing house received the letter which follows. This letter is reprinted here because it is really a reply to many printers and publishers who are more or less upset by the difficulty in maintaing the color of news-print and supercalendered and coated stock:

"We have read carefully the criticism of the coated stock shipped you, sample of which you attach, and wish to state that although there may be some variation in the color to what you have been receiving in the past, yet owing to the present condition of the raw stock market, it is utterly impossible to keep same free from variation from time to time.

"In this connection, we would point out to you the decided tendency of late for news and book papers to be of a decidedly toned color. In explanation would say that this is caused by the inability to procure the blue coloring matter which enters so largely into the bright blue white stock which we have been making for years in this class of paper.

Prosperity in Canada
$900,000,000
in New Wealth Added in 1915

Enormous Crops and Low Taxation Make Farmers Rich

CANADA, enjoying wonderful prosperity from the products of the farm, the orchard, and the centers of industry—Canada has come into her own. No country wrote a brighter page of history in agricultural and industrial development during 1915 than Canada. Nearly a billion bushels of grain produced. All industrial plants working overtime. Wheat average, 36.16 bushels per acre in Alberta; 28.75 bushels per acre in Saskatchewan; 28.50 bushels per acre in Manitoba. All other grains showed similar large yields per acre. Taxes average $24 to $35 per quarter section, includes all taxes. No taxes on improvements.

Come and Get Your Share of This Prosperity

Come to Canada now in the height of the greatest wealth-producing era the Dominion has ever known. Free schools and full religious liberty. Good climate. World-renowned livestock. Prizes won at International Fairs prove this. Here is your opportunity! What chance have you to provide a farm for your children in your present location, where land prices are so high?

Get Your Farm Home From the Canadian Pacific Railway—20 Years to Pay

Good land from $11 to $30 per acre. Irrigated lands from $35, and the Government guarantees your land and water titles. Balance after first payment extended over nineteen years with interest at 6%. Privilege of paying in full at any time. Long before final payment becomes due your farm should have paid for itself.

$2000 Loan for Improvements. We will lend you up to $2000 for improvements in certain districts with no security other than the land itself. Particulars on request. Twenty years for repayment of loan with interest at 6%.

Ready-Made Farms for Sale. Farms which we have developed by providing house, barn, well and fencing and in some cases cultivation for sale. Special easy terms.

$1000 Loan for Livestock. In defined districts after one year's occupation under certain conditions we advance cattle, sheep and hogs to farmers up to a value of $1000.

We Want You, We Can Afford to Help You. We own the land. We want the land cultivated. Our interests are mutual. Buy direct and get your farm home from the Canadian Pacific Railway. Send for free book.

J. S. DENNIS, Assistant to the President

CANADIAN PACIFIC RAILWAY

38 Ninth Avenue CALGARY, Alberta, Canada

Page advertisement appearing in American magazines and farm papers shows what the Canadian Pacific Railway is doing in Uncle Sam's Land to advertise Canada. See comment in "The Editors' Viewpoint" elsewhere in this issue on the advertising of Canada to the Americans.

"Let us impress upon you the fact that the conditions of the raw stock market, and color markets, in so far as the Canadian and American manufacturers are concerned, have reached a very critical situation and with the materials to hand, there is bound to be greater variation in the color and general qualities of the paper than has ever been known before.

"We wish to say that we have done our utmost to keep your paper stock as nearly uniform as possible, but the situation as it exists makes it next to impossible for ourselves or any other mill to guarantee any uniformity in paper."

In the matter of prices, the increases are heavy and frequent, and many firms are withdrawing quotations. Present prices are 30 per cent. higher than at the outbreak of war.

A late news item is that mill prices on news print have advanced from $4 to $5 a ton. Paper men, while making tremendous profits on stocks in warehouse bought months ago, are having a vexatious time of it.

In Canada, as in England, publishers whose consumption daily or weekly of paper is a very heavy expense item are condensing their news matter, and in other ways striving to offset increases in prices.

Buy-at-Home Arguments

BUY-AT-HOME campaigns have been conducted in many towns and cities of Canada. The purpose of such a campaign is to counteract the influence and effect of mail order buying by the residents of the community.

Publishers conducting a Buy-at-Home Campaign should use the following arguments, that the mail order houses *do not*

Pay any taxes in the community;

Help to support the schools, churches, and charitable institutions;

Help build the roads or care for the streets;

Spend one dollar with the farmer or consumer;

Furnish employment to a single resident in the community;

Extend credit, as does the local merchant;

Sell as good quality of goods as the local merchant;

Show goods before they are paid to;

Advocate the building up of smaller communities.

The campaign should point out the value of money that is spent at home and that continues to circulate in the same community; should influence the merchants to give better service and do more and better advertising in order that the citizens of the community might be correctly informed regarding the possibilities of home trade; and should make a plea for community co-operation as a whole.

Belgian Relief

A PAMPHLET, entitled, "In Belgium Under German Rule," has been prepared by the National Committee for Relief in Belgium, whose address is Trafalgar Buildings Trafalgar Square, London, W.C. The text of the pamphlet is the report of an interview with a representative of the Rockefeller Foundation, and the burden of the publication is a plea for funds to relieve the hunger of the Belgians in Belgium. The statement is made that 10 cents a day will keep alive those Belgians who remain loyal.

An appeal by Canadian publishers to the readers of their newspapers for 10 cent contributions to feed a loyal Belgian for a single day would be a humane act, and something more. Canadians are ready to do more than they have done to help bear the burdens of the starving Belgians.

When the war is over those publishers and persons who have given most will have greatest comfort of mind. It is the rare privilege of publishers to promote liberality among the people of their communities—the collection of money for those suffering, necessitous, or actually starving.

Cranbrook Herald—Correction

IN THE February issue of PRINTER AND PUBLISHER it was incorrectly stated that the Cranbrook (B.C.) *Herald* had discontinued publication. The *Herald* issues an evening daily edition. The old weekly edition was combined with the daily issue of Tuesday and Saturday, and on these days this enlarged edition goes to the farmers of North Saskatchewan, as well as to the residents of Cranbrook and the surrounding towns.

PRINTER AND PUBLISHER regrets its error, which was the result of a misunderstanding of the facts as above recorded.

"Clean Up" and "Paint Up" Booklet

THE National "Clean Up and Paint Up" Campaign Bureau, St. Louis, has issued a 64-page booklet by Harold G. Blodgett, associate editor of the *American Paint and Oil Dealer*. It is entitled "How You Can Help Make Your Home Town a Better Home Town," and is an exposition of cleanliness, thrift, and civic pride as the essentials for homes and towns beautiful, illustrated with many telling pictures.

Canadian publishers interested in conducting a "Paint Up and Clean Up" campaign should send for this booklet.

Recent Inventions to Save Time and Men

AUTOMATIC JUSTIFIER—A device that enables one man to do the work of many.

LINO-TABLER—Attachable to slug typesetting machines and makes tabular and blank work an easy task.

ELECTRIC-DRIVEN STEAM TABLE — Starts with a pressure of the foot, and then works automatically. A big time-saver at a reasonable price.

AUTOMATIC FEEDER AND PRESS—The invention is "fool-proof." Turns out finished sheets of a large size at 2,000 impressions per hour. Press room records.

ELECTRIC STARTER—Just push a button and press or machine is in instant operation. Complete control. Safety for man, motor and machine.

EMBOSSING MACHINE—An invention that puts embossing within reach of every printer. Reasonably priced.

INSTANT MAKE-READY FOR HALF-TONES—Saves the work of four men, and does better work. Half-tone printing made easy.

JOB OR PAGE TIE-UP—Does away with string and all its annoyances. A time and money saver.

PAPER CUTTER KNIFE SHARPENER—Saves the time wasted sending cutter knives to the grinder. Operated by hand. Knife not taken from machine. Low price.

NO SLIP SHEETS—An invention that does away with costly slip-sheeting, and entirely prevents off-setting in process or other printing.

The above items and notes are provided as helps to those short of labor or time for the doing of their work. Write PRINTER AND PUBLISHER.

NEWS ITEMS—MAINLY PERSONAL

Many English newspapers are being set in minion to save white paper.

The War, published at Shanghai, China, and *Der Ostasiatische Lloyd,* a supplement to the *War,* have been barred from circulation in Canada because of their anti-British tone.

J. C. Akerman has resigned as managing director of the *Advertisers' Weekly,* London, to join the advertising department of the London *Times.* Charles Proctor, who has been for some time acting editor of the *Advertisers' Weekly,* has been elected managing director.

Lord Northcliffe, owner of the London *Times* and the London *Daily Mail,* is the first person permitted to go to the front at Verdun as a correspondent. He has written his impressions of the battle and the fighting forces for his London newspapers, in addition to several American papers.

Newspaper men to the number of 270, employed on the editorial staffs of 27 daily newspapers and news organizations in New York city as well as nine former reporters and magazine writers, have found an Officers' Training Corps, organization of the corps has obtained the sanction of the War Department.

The Canadian Advertising Service Company has opened up an office in the Tribune Building, New York, to look after the Eastern field for the Commercial Press, of Toronto, which publishes a list of trade papers, including Motoring, the Retail Druggist, Retail Grocer and Provisioner and a number of others.

The London *Standard,* which, like all English newspapers, has felt the severe strain caused by the war, suspended publication on March 16. The newspaper was founded in 1827, to oppose Catholic emancipation. Its first editor, Stanley Lees Giffard, was the father of Lord Halsbury. During its checkered career it had many notable contributors, including Mr. Alfred Austen and the great Lord Salisbury. Steps are being taken to preserve the copyright.

A special meeting of the Federation of Trade Press Associations in the United States was held at Pittsburgh, for the purpose of acting upon the proposed revision of the constitution and by-laws of that organization. Twenty delegates representing associations in New York, Philadelphia, Chicago, St. Louis, and Grand Rapids were in attendance. The name of the organization, which has hitherto been known under the somewhat cumbersome title of Federation of Trade Press Associations of the United States, is now the Associated Business Press.

According to a recent cable dispatch to the New York *Sun,* the chief luxury of life in Brussels is the purchase of London and Paris newspapers, which can be had easily if one will pay the exorbitant price demanded. *The Times,* of London, is worth 32 francs ($6.40), *the Temps,* of Paris, 22 ($4.40), *the Matin,* of Paris, 20 ($4), and the other French paper 18 ($3.60). The penalty for being caught with one of these papers is not severe, and is usually not enforced against persons of good standing, but the penalty for the agency which distributes the papers would be severe. The German officials had no success in running down the distributors, so it is thought that perhaps German soldiers have their hand in it, for the profits on, say, 200 copies of the *Times* each day are considerable.

Samuel Hopkins Adams, in his Ad-Visor column in the New York *Tribune,* prints a letter from B. Altman & Co., large advertisers in the *Tribune,* in which they request that, in future, he should print in his department no letters of commendation from readers concerning the store's policies, and that he should also be more careful about printing letters of complaint and criticism. Altman & Co. must have been amazed by the comment of Mr. Adams on their letter. He says: "The request is an improper one and is refused. Coming as it does from a heavy advertiser it sounds a sinister echo of the time, by no means remote, when 'requests' of this sort emanating from department stores carried, and were expected to carry, the force of an Imperial ukase in the newspaper offices. *The Tribune* is not edited by any advertiser, and advice and counsel such as are contained in the Altman letter are not taken in good part in this office."

The drain of men for military purposes is reaching such proportions in Canada that the problem of securing labor is beginning to become serious. The larger city papers are in a better position to meet the difficulty than those in the smaller cities and towns, since they can offer more and stronger inducements, but even among them there is a shortage of first-class men, especially in the mechanical departments. Outside the larger city offices conditions are said to be becoming acute. One publisher of a daily paper in a small Ontario city telephoned to Toronto saying that he was badly in need of five men—a city editor, a foreman for his job composing room, a capable advertising clerk, a job printer, and a cost clerk. That is only one paper and it would probably be difficult to find an office which is not running short-handed. The condition is not surprising when it is considered that nearly 300,000 men are now under arms in the Dominion and more are being recruited every day.

BRITISH COLUMBIA

David Duguid, of the Vancouver *World,* has enlisted.

The Slocan *Record,* New Denver, B.C., has discontinued publication.

F. F. Payne, news editor, is in the press gallery at the provincial legislature at Victoria in the interests of Nelson *News.*

J. C. Laval, formerly of Spokane, has joined the staff of Nelson *News* as telegraph editor.

J. B. Daniell, formerly publisher of the Cariboo *Observer* and with the Fort George *Herald* and the Prince George *Post,* has begun aviation training in England.

Harry Matheson, pioneer journalist of the *Crowsnest Pass,* formerly of *Frank Sentinel* and *Blairmore Times,* has enlisted as a private with the 192nd battalion.

The *Chinook,* a weekly paper, formerly published in South Vancouver, has moved its plant into the city of Vancouver. It continues under the editorship of George Murray.

J. T. O'Brien, of Evans & Hastings, Alex. McLean and M. (Jimmie) McLean of the *World,* three members of Vancouver Typographical Union, are leaving for overseas with the 62nd battalion.

W. E. Morrison, a resident of Winnipeg, who was formerly in partnership in the Jackson Printing Company, has taken over the Lillooet (B.C.) *Prospector.* Mr. Morrison is a printer of experience and a man of business ability.

H. Cunningham Morris, formerly on the editorial staff of the Kamloops *Standard,* has been appointed Flight Commander and Instructor, and left London recently in charge of an air squadron for Eastern service.

Private Leslie A. McKay, of Vancouver, a member of the 16th Canadian Scottish Battalion, who left last year with the 30th Battalion, has been killed in action. Pte. McKay was a member of the *Province* business office staff, being employed for two years in the advertising department.

Louis J. Ball, manager the Vernon *News,* was East on a visit to his old home, Berlin, Ont., last month. Mr. Ball reports that business is coming back after a severe and extended period of lean advertising revenue. The Vernon *News* is one of Canada's best weekly newspapers. In its "dress" and press work it is a model.

James Edgar Eagle and William Otto Eagle, brothers, and former *World* newspaper carriers, Vancouver, are with the 47th Battalion at Bramshott Camp, England. James Eagle is probably the youngest soldier to leave Vancouver for the front. He was born in the Cariboo on April 22, 1900.

A new departure in the work of the Department of Agriculture was launched when the first issue of what is to be a monthly magazine published by the department, made its appearance. The periodical, which is edited by Mr. W. E. McTaggart, is styled *The Agricultural Journal,* and consists of eight pages of 9 by 12 inches.

The Vancouver Press Club recently entertained the railway men of the city in the club quarters. In compliment to their guests, the club men dubbed the affair "Railway Night." The club paper, the *Adworprosu,* edited by Walter A. Hillam, of the *Province,* and R. J. Frith, of the *News-Advertiser,* contained special articles on railway matters.

S. Yamagata, editor-in-chief of the *Daily Continental News*, a Japanese journal published in Vancouver, is being held under bonds on a charge of criminal libel. A countryman alleges that he was referred to in an editorial as an "ex-convict." The whole case rests on the interpretation of one word in the article. This, the defence declares, is wrongly interpreted by the plaintiff in the suit.

A. E. McTaggart, a former newspaper man of Vancouver, who is now in charge of the publications branch of the Department of Agriculture of British Columbia, has introduced some novel publicity ideas in his field. His bureau furnishes provincial newspapers with live news matter on topics of interest to farmers and fruit growers. Timely hints are also incorporated in the budget, so that weeklies and newspapers generally can take advantage of the service.

Alf. Volckmar, who has been a resident of the city for the past four years, formerly as editor of the Canada *Scandinavian*, and for the past three years as a ship broker, has left for Norway, where he will join the staff of the *Dagbladet* of Kristiania. The *Dagbladet*, which, translated in English, means the Daily News, is a leading Liberal paper of Norway, very close to the government. Mr. Volckmar, who is a newspaperman of many years' experience, has been a frequent contributor to the paper for some years.

Japanese recruits in Vancouver, who have been training for about two months in expectation of being utilized by the Canadian military authorities, and have become dissatisfied because they have not been supplied with uniforms, demolished the newspaper plant of *The Canadian News*, owned by Rev. Goro Kaburagi, in revenge for an article in the paper in question, deprecating assaults by the Japanese as an outcome of their dissatisfaction. Police reserves were called out and ten Japanese were arrested, after a strenuous fight.

An attempt to have Arthur Lineham, one of the publishers of the Vancouver *News-Advertiser* sent to prison for alleged contempt of court in connection with the report of the preliminary examination in the police court of the man Phillido Ruggeri, an Italian, who is charged with the murder of the Russian, Steven Nicholas, was unsuccessful. The article complained of was the story of an alleged confession made to an Italian prisoner in the cells, the nature of which was indicated by the headlines "Told witness self-defence was motive."

Stanley N. Dancey, a former newspaperman of Vancouver, and well known in the Upper Country, where he spent several years, has been heard from again, this time as the hero of a sensational story appearing in a recent Sunday edition of the Minneapolis *Journal*, in which he narrowly misses death as a British spy at the hands of the Germans, and only makes his escape by his nerve and quick wit. Those who knew Dancey in Vancouver will give him credit for having the "nerve" to get away with a difficult situation.

Albert Edward Walker, former office boy, is the latest member of The Vancouver *Daily Province* staff to volunteer for overseas service. Other members of the staff of this paper who are doing or have done their bit for the country are Major S. D. Armour, late of the 16th Canadian Scottish and now of the 67th Western Scots, Q.-M.-Sergt. W. H. Youhill of the 7th, and Tpr. Roy McLennan of the 5th. Harris Turner, another former member of the staff, enlisted with the McGill contingent at the outbreak of war and is still doing his bit Somewhere in France. Lieut. James T. Hewitt, of the B. C. Bantams is another member of the reportorial department serving with the colors. Hewitt enlisted with the Western Scots as a private and after training with that battalion for several months was granted a commission with the Bantams. Two other members of the *Province* staff who are now at the front in the trenches are Alex. and Peter Wallace. Capt. Markham, Lieut. Lukin Johnson, Geo. Bryce and Alex. Walker, were amongst the earliest to enlist, the first mentioned having met a hero's death. William and Albert Laing, former members of the *Province* staff, are now in training in the 158th Battalion, and Roy Fleming, another *Province* man, is in Victoria, training with the mounted troops. W. T. Bishop and Ernest Bayley are with the 72nd Highlanders: Leslie Mackay is at the front with the 30th Battalion and T. Fawcett Rowe went home to Australia and on to the Dardanelles.

ALBERTA

Andy Davidson, formerly of the Fernie *Free Press* staff, recently of Calgary, has enlisted with an Orange Battalion in Winnipeg.

J. L. Manwaring, formerly of the Lethbridge *Herald* staff and former secretary of the Board of Trade of that city, has been recommended for the military cross for brilliant work done in the trenches. He has been seriously wounded.

Because it stated that he had been discharged from the city's employ on account of charges of graft against him, the Calgary *News-Telegram* was recently indicted for libel by a former civic foreman named Ciampanelli. Damages of $10,000 were asked. The court held that the newspaper had failed to prove the charge, but awarded the plaintiff only $10, however.

E. Downing, of Calgary, has gone to Lethbridge to become superintendent of the Lethbridge *Herald* job department. Mr. Downing has during the past ten years been superintendent of some of the best job printing plants in the West. For the past three years he was with the Western Printing & Lithographing Co., of Calgary, and previous to that was with prominent Winnipeg firms, including Stovel's and the Wilson Stationery Co. He takes the place vacated by Fred T. Robins, who has joined the Lethbridge Highlanders.

Few have shown more perseverance in their efforts to join the colors than Bugler H. T. Ward, a former Calgary *News-Telegram* employee, who has enlisted with the 113th Highland regiment. When the Tenth battalion was raised in Calgary, Ward, who is a clever bugler, was one of the first to sign on. He went as far as Valcartier, but was sent back on account of varicose veins. These were later removed and he joined another local battalion, but because of illness was again discharged. He was forced to go under an operation, which was successful, and persistent in his efforts to do his little bit for the Empire, Ward again enlisted, signing on with the Kiltie regiment.

James L. Neville, recently appointed city editor of the Calgary Western *Sunday Standard*, began newspaper work in the business office of Fredericton (N.B.) *Daily Herald*. He was transferred to the news end and served as a reporter until 1908, when he went with the Fredericton *Daily Gleaner*. He covered several sessions of the New Brunswick legislature for New Brunswick papers, including the St. John *Telegraph*, St. John *Globe*, Moncton *Transcript* and Moncton *Times*. In 1912 he heard the call of the West, and went to Calgary, where he joined the *Standard*. He has been with that paper ever since. He has contributed several special articles to papers of Western Canada during the past two years.

D. Algar, editor of *Fairplay*, a Calgary fortnightly publication, appeared as the defendant to a charge of criminal libel, brought by F. L. Stavert, secretary-treasurer of the Riverside Lumber Company. The allegation is that Mr. Bailey did publish a libellous statement concerning Thomas Thompson, of Medicine Hat, in the employ of the Riverside Lumber Company. The article objected to was headed "More German Labor." The section referred to alleged that the Riverside Lumber Company employed an Austrian manager at Medicine Hat, who had two brothers serving in the Austrian army, one of whom had been recently mentioned for conspicuous gallantry, which likely meant that he would get the iron cross. The company denies this allegation. It is further alleged in the article, and also denied by the company, that a number of Germans and Austrians are employed by the Company in their British Columbia yards.

SASKATCHEWAN

Lt. G. P. Armstrong has been gazetted to the 96th Battalion. Mr. Armstrong was formerly editor of the Saskatoon *Daily Star*.

Trade in Saskatoon has been very brisk during the past month, the job offices being kept busy.

Percy Armstrong, formerly managing editor of the Saskatoon *Star*, has been gazetted a Lieut. in the 96th Highlanders.

The initial number of the Lawson *Post*, published by Oscar W. Juckes, formerly of Watrous, has made its appearance. The subscription of the *Post* is $1.50.

A new publication, issued monthly, known as the *Kamsack School Echo*, is being published by the High School pupils of Kamsack.

Lieutenant John J. Kerr, formerly managing editor of the Moose Jaw *News*, has joined the 128th Moose Jaw Battalion and is now attached to headquarters staff.

The Saskatoon *Daily Phoenix* is returning to the use of the linotypes on the newspapers, after a year's trial of another system.

Harold Findley, who for the past two months has been employed on the Young *Journal*, has offered his services as a bugler, and expects to receive notice of his acceptance shortly.

Walter Currie, who served a full term of apprenticeship on the Young *Journal*, and left last fall to take a position on the Saskatchewan *Phoenix*, is now with the University Battalion in Saskatoon.

The Saskatoon *Daily Star* has installed a No. 9 linotype in order to keep up with its ever-increasing business. The job department has been more than doubled in size and considerable new equipment added.

The Eston *Review*, which was first published last November, has moved into new and larger premises. The *Review* is being changed from a five column to six column paper, four pages of which are home print.

W. W. Scanlon, a former Regina newspaperman, has been granted a commission and will return to Regina and be attached to the 68th Battalion. Lieutenant Scanlon enlisted in the first expeditionary force and served in France in the 5th Battalion. He has been at the front for a year and was in the big fights at Ypres and Festubert.

That the local newspaper is the most effective and the most economical method of advertising lands for sale for arrears of taxes was the consensus of opinion of the large gathering of rural municipal authorities at the annual convention of the Saskatchewan Association of Rural Municipalities. It was felt that the advertising of the lands in detail in the Saskatchewan *Gazette* was unnecessary and expensive and that the only advertisement that should be inserted in the *Gazette* is a notice advertising the date of the sale.

The Saskatchewan Grain Growers' Association held their annual convention last month which was attended by 1,800 delegates from all over the Province. For several days just prior to opening of the convention, the *Daily Star* published a full-page advertisement made up of 3-inch advertisements from the merchants of the city. In each advertisement appeared a cut of a key containing the words "Here is the key" and intended as extending the freedom of the city and stores equipments to delegates.

MANITOBA

Arthur Lloyd, for several years proprietor of the Brandon (Man.) News Agency, is now in the quartermaster's division of the 79th Battalion.

T. Francis Shea, police reporter on one of the Winnipeg dailies, and a well-known newspaper man, has enlisted with the Two Hundredth Battalion.

George Wilson, formerly of the Winnipeg *Free Press*, and lately of the British Expeditionary Force in France, was killed in the battle of Loos.

Lieutenant Earnest Beaufort, formerly music and dramatic critic of the Winnipeg *Free Press*, has just been commissioned in the 94th Highland Battalion at Edmonton, Alta.

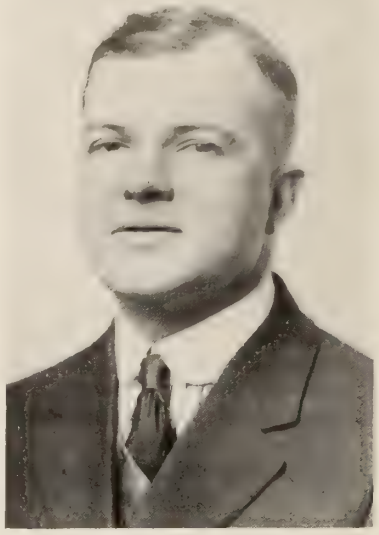
Fifteen years ago the first issue of The Grandview *Exponent* appeared. The publisher at that time was Percy Gilbert, who recently established a newspaper at Monitor, Alberta, and named it *"The Exponent."*

The A.B.C. statement of the circulation of the Manitoba *Free Press* for the month of February, 1916, shows a total net paid circulation of 74,922. Of this, 31,168 is of the morning edition, and 43,754 of the evening edition.

Lieutenant Kenneth Creighton, city editor, and Lieutenant A. E. H. Coo, sporting editor of the Winnipeg *Telegram*, have joined the colors, and assumed their duties in the 184th Regiment. Their enlistment makes the total number of *Telegram* men in the ranks forty-one.

"If *Jack Canuck* doesn't cut out its obscene pictures and advertising we will cut it out of Winnipeg," was Morality Inspector Battley's pronouncement. "*Jack Canuck*," Battley declares, "has been bordering on the line of obscenity for some time, and the morality department is determined to make this Toronto publication toe the line or stay out of Manitoba." Mr. Sinnott, of the Imperial News Company, sole distributor of the paper, according to Mr. Battley, promised to black out the objectionable advertisement if it appeared again. Should this not be done, every newsvender or street newsboy selling *Jack Canuck* will be prosecuted

The entire staffs of the two Chinese newspapers were present in court to hear the commencement of the Chinatown libel case. The case was instituted by Wong Toy, the editor of *Mun See Po*, who charged the editorial staff of *Puck Wah Po* with having made libelous statements through the medium of their paper. They called him a dog stealer, he said, and also called his father a stealer of dogs, while referring to his mother as a woman who stole lovers. The exact editorial status of one of the defendants was not clear. Toy charged him with being assistant editor, and as such in a measure responsible. One of the lawyers arose and suggested that possibly he was a reporter. He denied the statement that he was society editor. An interpreter was brought from Edmonton to handle the case.



ANDREW E. MURDOCH
Until recently advertising manager of the St. Catharines *Standard*, where he established a fine record for aggressiveness and creative work. Has resigned to enter business on his own account in St. Catharines.

ONTARIO

Adam F. Smith of Toronto, addressed the Hamilton Ad Club.

The Kingston *Standard* has fourteen of its staff wearing khaki.

Dollar Days were promoted recently by the Lindsay *Warder*, Wingham *Advance*, Oshawa *Reformer*.

Will Jenner has resigned as circulation manager of the Stratford *Herald*, and has been succeeded by P. J. Keating.

The members of Brantford Typographical Union No. 378 held its second annual "get together" banquet and concert.

John W. Watkins, managing director of the Brantford *Courier*, was married to Miss Millicent B. Mountjoy.

Le Temps, one of Ottawa's French daily papers, has suspended publication, and the plant is advertised for sale by the bailiff.

C.S.O. Boudreault, president of the Ottawa Printing Co., is recovering from a very serious illness.

A. C. Batten, manager of the British & Colonial Press Limited, Toronto, made a visit last month to his mother at Kirkville.

From the St. Catharines *Standard* three men enlisted last month: Jack Carroll, Louis Campbell and Robt. Gunn, all of the mechanical departments.

Charles H. Reid has joined the reportorial staff of the St. Thomas *Daily Journal*. He was formerly local editor of the Simcoe *Reformer*.

The Goderich *Signal's* staff has been further depleted, two of its members being laid up with illness. One of these, Jack Nairn, is in the hospital with typhoid fever.

H. C. Hocken, former mayor of Toronto, and editor of *The Sentinel*, was elected Master of the Grand Orange Lodge at the session in Hamilton.

Joseph I. Phillips, advertising manager of the Ottawa *Free Press*, has been visiting in St. Thomas and Detroit. Mr. Phillips is a St. Thomas *Journal* graduate.

Bert Charboneau of the *Times and Guide* staff, Weston, has joined the local platoon of the 127th Battalion. Pte. Charboneau is just eighteen years of age.

William Foxall, an apprentice in the composing room of the Toronto *Globe*, has enlisted in the Irish Fusiliers (208th Battalion), as a bugler.

The Listowel *Banner* has celebrated its Golden Anniversary, having been established fifty years ago. The *Banner* is prospering under the care of C. V. Blatchford.

Two more employees of the MacLean Publishing Co., Toronto, have donned the khaki —A. W. Hardy and Sid. Metcalf, both of the composing room staff.

Owing to the installation of another typesetting machine in the Pembroke *Messenger* office, it was not possible to set the paper and one week's issue had to be omitted.

Wm. Davey, formerly foreman of the pressroom for the Mortimer Co., Ottawa, has been promoted to the position of factory superintendent.

Harry Lewis, for some time past employed by the Fort Fairfield *Review*, has returned to town to take a position on the staff of the *Victoria County News*.

Charles H. Reid, who for some time has been on the staff of the Simcoe *Reformer*, as local editor, has severed his connection with that paper to take a post as reporter on the St. Thomas *Journal*.

Lieut. W. A. Chadwick, Toronto, has been appointed paymaster of "B" section, No. 2 Field Ambulance, Exhibition camp. He was a partner in the firm of the Belcher Chadwick Printing Co.

The Spectator Printing Company, Hamilton, is being sued by Mary Tyndal for $5,000 for the loss of her husband, who was killed by the defendant's automobile on December 6, 1915.

The Newmarket *Express-Herald*, a weekly newspaper, which was formerly controlled by W. E. Wylie, has been taken over by W. F. Hardy, who was a school teacher at Peterboro'.

The Barrie *Examiner* developed a page of local printers' advertising in connection with an "Orange Day" stunt promoted by the California Fruit Growers' Exchange, packers of Sunkist oranges.

Arthur Hawkes, the well-known Canadian newspaper man, who is representing the Toronto *Star* in the Press Gallery at Ottawa this year, escaped without injuries from the wreck of the C. N. R. Toronto Express.

The Athens *Reporter* has again changed hands. About a year ago T. T. Shaw, formerly of the Chesterville *Record*, purchased the paper. Last month he disposed of it to one of the employees of the office, A. G. L. Tribute.

J. M. Imrie, manager of the Canadian Press Association, was well enough to go to Toronto from his convalescent retreat at Fergus, to attend the meeting of the Advertising and Recognition Committees of the Association.

John E. Booker, who has for some years been a member in the St. Catharines *Journal*

plant and who was foreman of the news room, has enlisted. This makes the seventh man employed by *The Journal* who has put on khaki.

M. H. McFarland, registrar of Walkerton, has dropped his libel actions against the Walkerton *Herald*, *Times* and *Telescope*. He objected to the comments in the newspapers on why he dismissed his deputy last winter.

O. F. Burkart is the new advertising manager of the *Canadian Courier*, Toronto. To many he is better known as "Babe" Burkart, famous rugby player of the Toronto Argonauts. He goes to his new post from the York Radial Railway.

W. F. Bilger, for many years in the Toronto office of the Montreal *Star*, is now advertising manager of the Canadian Consolidated Rubber Company, Montreal. Before going to his new position, he was tendered a banquet at the National Club by his Toronto friends.

Harry Adie, former Canadian Press operator in the Hamilton *Spectator* office, has received a commission in the Royal Flying Corps. Prior to his promotion he was staff sergeant with Lieut.-Col. John L. McLaren's battalion, the 19th, which has been on the firing line for five months.

The Toronto *Globe* was threatened with a libel action by J. A. Westman, Regina, unless it published an apology for publishing the matter complained of. Whether *The Globe's* editorial commenting on the lawyer's letter which it received, was an apology is perhaps a matter of opinion.

Frank H. Rowe, of the E. L. Ruddy Company, of Toronto, addressed the Hamilton Ad Club on various forms of advertising and the results derived therefrom. The members of the club before attending the luncheon were guests at the Lyric, where 2,000 feet of film showing the many successful forms of advertising were shown.

Through the courtesy of Lieut.-Col. J. D. Clarke, officer commanding, the 111th Battalion was accompanied on its tramp to New Hamburg by a member of the Galt *Reporter* staff. Stories telling of the experiences of the battalion and their receptions at the various places en route appeared in this journal.

T. P. Taylor, who has been representing the *Farmer's Advocate* of London on special circulation work in Eastern Ontario, during the past fourteen months, has returned to Stratford to take a position with the *Beacon*. He will take part of the business management, having in charge the local advertising and circulation departments.

Following the issue of a special edition of the Ottawa *Free Press* by the Women's Canadian Club, the matrix of the first page was gilded and framed, and presented to Mrs. Crothers, wife of the Minister of Labor. Mrs. Crothers was convenor of the press committee. The publication was a success in every way, advertising and circulation reaching a maximum.

J. M. Denholm, proprietor of The Blenheim *News-Tribune*, has lost three employees since the first of the year to the service of the Empire, Hal. Gosnell and Albert Pegg, linotype operators going into the 186th Kent Battalion, and E. Brown entering a munition factory. This is a pretty good representation from a country office.

Word has been received that William Reid, formerly of the Hamilton *Herald* newsroom, is at a hospital at Shorncliffe, England, suffering from a fractured skull. He enlisted at Winnipeg with the Forty-Fourth battalion and crossed to England a couple of months ago. While at Shorncliffe camp he fell over a cliff and his skull was fractured. His condition is very serious.

The 110th Battalion of Perth County has so many officers and men recruited from the precincts of newspaper offices that it is publishing a newspaper called *The Range-Finder*. It has four pages, about half the size of a regular newspaper sheet, and is published every Friday. Copies are sold on the street at one cent per copy, and the circulation includes Listowel and St. Marys, where there are detachments of the battalion.

P. J. Keating, has assumed charge of the Stratford *Herald's* circulation department. Mr. Keating has had a good many years' experience in newspaper circulation work and while on *The Herald* staff will make the prompt and efficient distribution of this newspaper, not only in Stratford, but throughout Perth County, his constant concern. Will Jenner is leaving *The Herald* on account of ill health. He will spend a few months on a farm near Seaforth.

The Daughters of the Empire of Ottawa are conducting a campaign for the collection of waste paper, the proceeds from which are devoted to the purchase of soldiers' comforts. The society has placed boxes at the street corners, and the public save their old newspapers, etc., and deposit them in the boxes, from which they are collected and sold to wastepaper dealers. Since the commencement of the undertaking the collections have averaged 30,000 lbs. per month.

E. J. Payson is the new business manager of the Berlin *News-Record*. He is a Maritime Province man, and had his first professional training at newspaper work at Fredericton on the *Gleaner* of that city, as reporter, city editor and business manager. Later he was business manager of the Sydney (C.B.) *Post*, Senator McLennan's paper; from there to a similar position on the Moncton *Times*; three years ago he became manager of the Brockville *Times*, A. T. Wilgress's paper. Mr. Wilgress, it will be recalled, was recently appointed King's Printer for Ontario.

Lieut.-Col. Ernest J. Chambers, Chief Press Censor for Canada, has written Messrs. Rittinger & Motz, Ltd., publishers of The *Berliner Journal*, a German newspaper published at Berlin, Ontario, congratulating the publishers "upon the exceptionally satisfactory manner in which they are complying with the press censorship rules and regulations, and expressing the belief that if all German newspapers in Canada realized their duties to the country they live in to the same extent as Messrs. Rittinger & Motz have done, the censorship authorities would be relieved of a considerable amount of disagreeable work."

Trouble has been threatening in the printing bureau at Ottawa, lately over allegations that the King's Printer, J. de L. Tache, had been assisting in sending printers to the office of *L'Action Social*, the clerical organ of Quebec city. There is a strike at *L'Action Social* on account of reduction in wages below the scale. It is claimed that Mr. Tache aided in getting printers to go to Quebec. A meeting of the Union of the Bureau was held when there was talk of appealing to the Secretary of State. However, the members will consult first the King's Printer, and it is believed the matter will be amicably settled.

Fawcett & Co., have disposed of their newspaper and printing offices at Thornbury and Clarksburg to J. H. Irwin, and will devote their whole time to the old established Burks Falls *Arrow* business. In the absence of the junior member of the staff, J. H. Fawcett, who has donned the khaki, the manager, A. R. Fawcett, felt that two newspaper businesses, 150 miles distant from each other, made it impossible for him to do justice to either, hence the one in which the firm had the smallest financial interest was disposed of as indicated above. During the firm's fifteen months' ownership of the Thornbury and Clarksburg offices the two newspapers The Clarksburg *Review* and the Thornbury *Herald-Reflector* — were amalgamated, and the whole business consolidated, and put on a sound and good paying basis.

R. W. Allin, M.A., Educational Secretary of the Missionary Society of the Church of England and Canada, and former Secretary of the Anglican Layman's missionary movement, was appointed managing editor of the *Canadian Churchman*, the organ of the Church of England. With the appointment of Mr. Allin to be Managing Editor was the announcement that the paper had been acquired from Evelyn Macrae by a joint stock company of which Mr. George B. Woods is president, Mr. P. Mortimer, vice-president, and Mr. J. M. McWhinney is treasurer. The shareholders are spread over Canada from Vancouver to Halifax. Mr. Allin is a graduate of the University of Toronto and M.A. of Dalhousie University.

E. Lancaster, who has been manager of the Madoc *Review* for the past two years, has gone to Comber, in the County of Essex, where he has purchased the *Herald* newspaper.

QUEBEC

R. Bartholomew, proprietor of the Compton County *Chronicle*, has joined the 117th Eastern Townships Regiment as paymaster.

John C. Holland, proprietor of the Stanstead *Journal*, has been quite ill, but is now at his office again.

George Legge, of the Granby *Leader Mail*, has been scouring the country for printers to meet a rush of work to his office.

The Sherbrooke *Record* has joined the A.B.C., and recently had a ten-days' visit from Mr. Stratton, the Bureau's auditor.

The Montreal *La Presse* is about to become a member of the Audit Bureau of Circulations.

William Zeihr, of the staff of the Barrie *Gazette*, has joined the 76th Battalion for overseas service.

Irvin Johnston, financial editor of the Montreal *Herald*, has joined Fletcher's battery for foreign service.

Irwin D. Johnston, a contributor to the Montreal *Standard's* financial page, has gone to the front with Fletcher's Battery.

Mayor A. C. Hanson, proprietor of the Coaticook *Observer*, is in command of the Stanstead County Company of the Eastern Townships Battalion.

Captain John Smith, advertising solicitor of the Sherbrooke *Record*, has volunteered for overseas service and is with the Eastern Townships Battalion.

The Sherbrooke *Record* has under preparation an historical and biographical volume entitled "Men of To-day in the Eastern Townships."

V. E. Morrill, manager of the Sherbrooke *Record*, has been re-elected president of the Eastern Townships Associated Boards of Trade, which comprises 28 individual boards and a membership of about 3,000.

Sherbrooke newspapers are enjoying good advertising patronage now, as Sherbrooke city is having its busiest winter, and, it is said, is turning out more munitions than any other city of its size in Canada.

W. J. Cameron, formerly eastern manager of Toronto *Saturday Night*, at Montreal, has been appointed advertising manager of *Ireland*, the new Irish weekly being published in New York City.

The first employee of The Montreal *Star* to fall in action is Corpl. J. R. Morgan, of the 60th Battalion, who was formerly employed in the accountant's department. He is reported as having died of wounds. Corpl. Morgan, who was a native of Liverpool, was about thirty years of age, and unmarried.

MARITIME PROVINCES

W. F. McMonagle has joined the reporting staff of the St. John *Standard*.

Arthur Smith, reporter for the St. John *Standard*, has joined the colors.

John G. MacColl has resigned as editor of the Campbellton *Graphic*.

R. S. Theakston, manager mechanical department, Halifax *Herald*, has been visiting Ottawa, and American cities.

Glenn L. Foster has succeeded Matt. W. Alderson as editor of the *Northwestern Stockman and Farmer*.

A Hartley Case, who has been in the office of the St. John *Standard*, has transferred to the reporting staff.

Fred. H. Glasby, for many years with the Associated Press in Boston, is now a special writer for the St. John *Standard*.

R. W. Gould, formerly editor of the New Glasgow *News*, has become a reporter for the St. John *Telegraph*.

The printers of the Maritime Province will have to materially raise their prices on account of high cost of paper, ink, and other supplies.

John McNab, who died in Halifax recently, was one of the wealthiest men in that city. He was a brother of William McNab, who has been in the printing business here for over half a century.

J. R. Theakston, engaged with the Halifax *Chronicle* office, and who is going overseas, was presented by the *Chronicle* staff with a wrist watch, also an illuminated address, and testimonial by Charles street Church.

P. K. Devine has issued a new Canadian publication entitled *Colonial Commerce*. It is issued monthly from the office of the St. John *Trade Review*, but within a short time will become a weekly publication.

W. Nelson Mills, of the editorial staff of the Sydney *Daily Record*, has enlisted with the 185th Battalion. He has a brother at the front and a sister nursing wounded soldiers in France.

Yarmouth *Times* was sold to the Times Publishing Co., for, it is said, $15,000. The new editor and manager is Willard T. Kempton. The paper will continue support of Conservative party.

The Master Printers at Moncton, have formed a local organization with P. D. Ayer, of P. D. Ayer Company, as President, and W. K. C. Parlee, of the *Transcript*, as secretary.

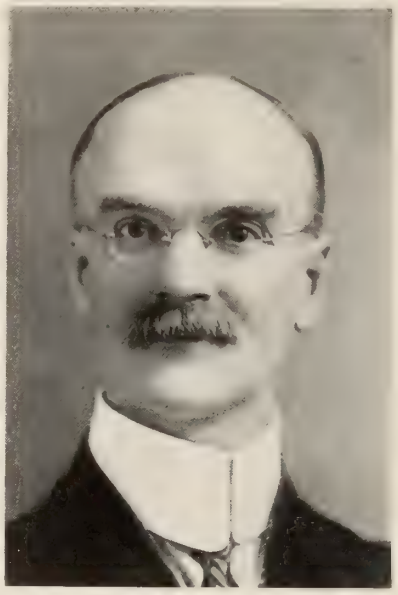
James B. Dever, of the writing staff of the St. John *Evening Times-Star*, has completed a course of instruction in Halifax, and has been appointed to the 115th New Brunswick battalion with the rank of lieutenant.

A trip to Alaska, returning through Vancouver and the United States, is being offered as a prize in a circulation campaign by the St. John *Standard*. An optional prize of one year's expenses in any provincial university is also offered.

Miss Alice Fairweather has the distinction of being the only girl in St. John regularly engaged on the writing staff of any of the newspapers. She has joined the staff of the *Standard*, and, in addition to conducting a daily theatrical and moving picture page, does her share of general reporting.

J. D. Logan, poet, essayist and journalist, whose name is familiar in literary circles in eastern Canada, has enlisted as a private with the 85th Battalion at Halifax. "Doc," as he was known, served many years on the editorial staffs of the Toronto *News* and *Montreal Herald*.

Printing and bindery business continues good in the city of Halifax. The principal difficulty with which the printer has to contend with to-day, is the scarcity of boys; also, he is handicapped by the delays in getting paper, and printer's supplies, owing to the condition of the railroad being congested with freight for war munitions.



E. J. PAYSON

Newly appointed business manager of the Berlin *News-Record*. Mr. Payson has had a very thorough newspaper training, having been business manager of several strong Eastern Canadian dailies.

W. Nelson Mills, who has been employed in the news and editorial department of the Sydney *Daily Record*, has joined the 185th Regiment. All three members of this family—two sons and a daughter—are now in the King's service, the two younger ones having already spent nearly a year in France.

The thirty-fifth anniversary of the founding of their local was observed by the members of Typographical Union, No. 85, St. John, N.B., by an enjoyable social evening in the rooms. George T. McCafferty, the president, occupied the chair and spoke of the success which the union had enjoyed during its long life.

Frank B. Carter, despatch editor of the St. John *Telegraph*, has retired from the desk and removed to Barnesville, N.B., where he will live on his farm. Before leaving a handsome case of pipes was presented to him by his associates on the staff. He had been with the *Telegraph* for sixteen years and previously had been with the now defunct *Record*, a daily, and the *Progress*, a weekly, in St. John.

The Moncton *Times* now has four members of the staff in the 115th New Brunswick battalion and, by a peculiar coincidence they are the only Moncton men in this particular unit. Lieutenant D. B. Weldon, platoon commander with the 115th, was a member of the *Times'* editorial staff: Lance-Corporal George Jones was a monoline operator with the same paper; Private Lavoie worked in the job department and now Ronald Blakeney of the linotype operating staff has donned the khaki and joined the 115th, making the fourth from the same establishment in the same battalion.

An interesting controversy regarding the policy of accepting a certain class of advertising for publication in newspapers has stirred the province of New Brunswick. A campaign in the interests of provincial prohibition is in progress and the interests affected sought to reply by means of large display advertisements. In St. John the advertisements were accepted by one evening and one morning paper and refused by two others, the refusal, it is understood being as much on account of the language used as the principles expounded. At a temperance meeting following the first publication a resolution was adopted strongly condemning the papers which had accepted the contract and commending those which refused. This was followed by discussion and resolutions by temperance organizations and other bodies all over the province, most of them along the same line. As a result of the criticism and the protests of subsribers and advertisers the morning paper discontinued the advertisements but the series still is continuing in the evening paper.

NEWFOUNDLAND

W. F. Coaker, M.H.A., editor in chief of the St. John's *Mail and Advocate*, who has been touring Canada and the United States, returned home the latter part of February. Mr. Coaker spent several days in the Canadian capitol and was entertained by Premier Borden and other officials.

Eric Walsh, son of George Walsh, a printer of St. John's, and who is of the press room staff of the Forbes Lithograph Printing and Manufacturing Company, of Boston, Mass., at present, underwent a surgical operation a few days ago for appendicitis.

Ewen S. Hennebury, one of the St. John's *Evening Telegram's* staff, who volunteered as a private in the First Newfoundland Regiment in the fall of 1914, and is now at Suez, has been promoted sergeant. Young Hennebury is the son of G. McF. Hennebury, also of the *Telegram* staff. Mr. Hennebury has two other sons enlisted in His Majesty's service.

When the Newfoundland Parliament opened on March 16, Hon. P. T. McGrath was appointed President of the Legislative Council, to fill the vacancy caused through the demise of Hon. John Harris. Mr. McGrath is editor of the St. John's *Herald*, and recently celebrated his silver jubilee as a chaser of the quill. Newfoundland has one other editor, in the Upper House, namely Hon. J. Alex. Robinson; while in the Lower House there are three newspaper men, namely: Dr. Lloyd, editor St. John's *Telegram*; John S. Currie, business editor St. John's *Daily News*; W. F. Coaker, editor in chief of the *Fishermen's Mail and Advocate*.

The Inspector of Police in Newfoundland is in receipt of a communication from the Chief of Police of Rochester, N.Y., asking for information concerning the whereabouts of a newspaper reporter of that city named John Burns, who left his home last August and has not since been heard of. Burns worked on the *Democrat* and *Chronicle* of Rochester; was married and has two children living; he was 34 years of age. His family think that the reason he left was that he was in financial difficulties. These matters have been straightened out since his disappearance. All newspapermen are requested to furnish any information they may have which would tend to the location of the missing quill chaser.

The Dead

WILLIAM J. HALL

William J. Hall is dead. For the past ten or eleven years Mr. Hall had been foremost pressman at The Toronto *News*. He was secretary of the Webb Pressmen's Union, and was a trustee of the Pressmen's Home, Tennessee.

PIERRE COTE

Pierre Cote is dead. Mr. Cote had been employed in the Government Printing Bureau for the past thirty-five years, going to Ottawa from Quebec to take that position. He was fifty-nine years of age. Eugene Cote of the Printing Bureau, is a son.

GEORGE WALTER CRANSTON

George Walter Cranston is dead. Deceased was until five years ago proprietor of the Cranston Art Company, but retired from the business. He was born in Merrickville, Ont., in 1858, but moved to Winnipeg in 1883, and since then has been actively engaged in business in that city.

DR. FRANK STUART REYNOLDS

Dr. Frank Stuart Reynolds, a resident of Nanaimo for ten years, and former proprietor and editor of the *Daily Herald*, of Nanaimo, the Ladysmith *Ledger*, and the Vancouver *Daily Leader*, is dead. The deceased was a native of Wisconsin, and was 63 years old. He was a graduate of the Rush Medical college, Chicago.

J. E. SOLOMON

A notable figure in the journalistic life of the Brighton (Ont.) district fifty years ago, passed away in the death of James Ewing Solomon. Mr. Solomon was born at Cobourg in 1834. Sixty years ago he went to Brighton and established and printed The Brighton *Ensign*. He also helped to found and print The Trenton *Courier*. He retired from journalistic work after twenty-five years, and engaged later in the painting business, and fruit raising.

H. S. BROUGHTON

H. S. Broughton, of Bradford, Ont., is dead. He was born in Hull, Yorkshire, England, seventy-two years ago. The family went to Toronto, where Mr. Broughton lived till manhood. When twenty-three years of age he went to Bradford and purchased the Bradford *Chronicle* from Mr. Donaldson, and changed the name to South Simcoe *News*. In 1892 he sold out to Mr. Garrett, and attended solely to the post office.

Mr. Broughton was appointed postmaster in 1874, and held the position at the time of his death.

JOHN G. RIORDAN

John G. Riordan, Vice-President of The Mail Printing Company, is dead after an illness of two years. Mr. Riordan, who was 51 years of age, and unmarried, had important financial interests. He had a large investment in the Riordan Paper Mills at St. Catharines, and at Hawkesbury, besides his holdings in The Mail Printing Company. He was the last of the family of the late John Riordan of St. Catharines.

Mr. Riordan was a man so well worth knowing that it is to be regretted more had not an opportunity of knowing him. Though few mingled less in society, few were more companionable. He had a bright humor, a genial manner, and a most kindly heart. Well read and conversant with current events, his analytical habit of mind, combined with his turn for drollery, made the daily chat with him a real pleasure to his familiars. Had the late Mr. Riordan not shunned publicity as much as most people court it, he would have been a prominent figure in his day. His way of life was that rather of the studious man of leisure than of the man of affairs. At the same time, he had an excellent capacity for business, and his judgment was highly valued by those commercially associated with him. He had what might be called a gift for extracting the essence of statistics. Out of tables of figures, howsoever bewildering and complicated, he would make his way to general conclusions that usually proved to be the pith of the matter.

SEYMOUR EATON

Seymour Eaton, writer and authority on advertising, noted for brilliant promotion work for newspapers and magazines, died suddenly of heart disease, at his home in Lansdowne, Pa., on March 13.

Mr. Eaton was born in Epping, Ont., in 1859. After seven years of district school teaching he became a resident of Boston. He started later in Philadelphia the Book lovers' Library and the Tabard Inn enterprise, which permitted purchasers to get books at the regular retail price and to exchange any volume for another on payment of five cents. Next he founded the *Booklovers' Magazine*, which made a specialty of the reproduction of famous paintings. After the insurance investigation of 1906, Mr. Eaton became secretary of the international policyholders' committee, but resigned after a dispute with the committee's managers. He had been connected with the *Times*, *Vogue*, *The Outlook* and other publications in New York, and three months ago established an advertising service in Philadelphia.

For five years he was director of Drexel Institute in Chicago and for four years a daily contributor to the Chicago *Herald*. He wrote "The Teddy Bears' Musical Comedy," "Prince Domino and Muffles," "The Telepath," "Barzillai Brown, Bachelor," "The Mysterious Giver," and a series of pamphlets setting forth short cuts to business success.

His biography in "Who's Who in America" credits him with being the "creator of the famous teddy bears." The fact is, however, that the toy bearing that name was originated in Germany by Margaret Steiff. The name "teddy bears" became attached to the toys a year or two later, after illustrated verses by Mr. Eaton, dealing with the adventures of the "Roosevelt Bears," or the "Teddy Bears" were printed in the Sunday newspapers. So apparently Mr. Eaton is to be credited with the name, but not with the figures themselves.

Mr. Eaton was a member of the Poor Richard Club. During the last few years he spent most of his time at his home, where he frequently entertained the leading authors and literary men of this country.

TWO INVENTORS DEAD

Merritt Gally, inventor of improvements in the printing, linotype, telegraph, and telephone industries, died on March 7 in Brooklyn, N.Y. He was born in Rochester, N.Y., in 1840.

Julien P. Friez, another inventor who helped perfect the linotype, died in Baltimore on March 9.

WORLD'S SALESMANSHIP CONGRESS

President Wilson recently signified his willingness to open the World's Salesmanship Congress which will be held in Detroit, July 9 to 13. The object of the World's Salesmanship Congress is to advance the science of salesmanship. Hugh Chalmers, President of the Chalmers Motor Company and Chairman of the Program Committee is authority for the statement that the program of the Congress will contain the names of more men of national and international fame than were ever brought together to speak at one gathering

TYPOGRAPHICAL UNION CONVENTION

The International Typographical Union will hold its annual convention in Baltimore, Md., during the week of August 11.

CIRCULATION MANAGERS' CONVENTION

The eighteenth annual convention of the International Circulation Managers' Association will be held at Grand Rapids, Mich., June 20 to 22, and J. A. Mathews, of Oklahoma City, one of the directors and chairman of the program committee, has sent out a call to the membership for suggestions in order to formulate the best possible program. He asks that they submit to him as soon as possible suggestions or statements in regard to their greatest problems, and also give successful plans by which they are saving their publishers money.

I. T. U. DELEGATES

Nominations for officers of the International Typographical Union delegates to the convention of the American Federation of Labor and to the Congress of Trades and Labor of Canada, closed March 8. Marsden G. Scott, New York, Union No. 6, has no opposition for re-nomination for the presidency.

The same is true of Walter W. Barrett, Chicago Union No. 16, for vice-president.

J. W. Hayes, Minneapolis, present secretary treasurer, is opposed by John W. Bramwood, Indianapolis, and W. E. Merritt, Houston, Texas.

The union will send four delegates to the convention of the American Federation of Labor and there are six candidates for these positions as follows: Hugh Stevenson, Toronto; H. W. Dennett, Los Angeles; Max S. Hayes, Cleveland; T. W. McCullough, Omaha; Frank Morrison, Chicago, and U. B. Pittenger, Mount Morris.

There are also six candidates for the four trustees of the Union Printers' Home, that are to be chosen. They are: Michael Powell, Ottawa, Ont.; Malcolm A. Knecke, Boston; Thomas McCaffery, Colorado; William Mounce, New York; T. T. Nock, Birmingham, and Jerome V. O'Hara, New York.

Joe M. Johnson, Washington, D.C., is the only candidate for agent of the Union Printers' Home. There are three candidates for delegates to the Trades and Labor Congress of Canada, as follows: James Drury, Montreal; Samuel Hadden, Toronto, and W. R. Trotter, Vancouver.

GRAPHIC ARTS EXHIBITION

Canadian printers visiting New York during the next fortnight should endeavor to see the exhibits of stationery, book printing, catalogs, booklets, etc. on view in the gallery of the National Arts Club, Gramway Park, from March 28 to April 14.

The exhibition has been organized by the American Institute of Graphic Arts, and one of its objects is to lay the foundation for a permanent collection of noteworthy specimens of printing to be assembled and preserved by the Institute.

NEW ADDRESS

The New York office of the Oswego Machine Works is now at Room 2726, Grand Central Terminal.

Additional News Items

ONTARIO

James Roberts has joined The Stratford *Herald's* news staff.

Eldred H. Brandon, a Dresden newspaper man has enlisted in the 186th Battalion.

C. Spence has joined the reportorial staff of the London *Free Press*.

John Ross Robertson, Proprietor the Toronto *Telegram*, has been spending some weeks in Florida.

Bert Perry, sporting editor of the London *Advertiser*, has been appointed a lieutenant in the Sportsmen's Battalion, Toronto.

Leslie H. Field is the eleventh man of the Ottawa *Journal* to enlist. He has joined the 207th Battalion.

Private W. Breen, who was formerly on the sporting staff of the Toronto *Telegram* has enlisted in the Sportsmen's Battalion.

Peter Johnston, editor of the Toronto *Sunday World*, has resigned and will probably go back on the stage.

Rex Thomas, for some time printer in charge of the Hespeler *Herald*, has joined the 111th Battalion.

Sheldon Vansyke, formerly an employee of the Brantford *Expositor*, has returned wounded from the front.

Robert Cheswick, an employee of the London *Free Press*, has joined the band of the 142nd Battalion.

Women of Owen Sound issued a patriotic edition of the Owen Sound *Sun* to raise money for the D.O.E. and the Hospital.

J. V. Eberts, sports editor of the *Times-Journal*, has joined His Majesty's forces and is now studying for a commission.

H. V. Tyrrell, general manager, The Maclean Publishing Company, Toronto, went to Pinehurst, N.C., for a three weeks' well-earned rest.

H. J. Gates, in the employ of R. Raw & Co., printers, Hamilton, has enlisted as sergeant of the stretcher-bearers' section of the 120th battalion, C.E.F.

Capt. John T. Stirrett, of the 126th (Peel) Battalion, has been promoted to the rank of Major. Before joining the army Major Stirrett was editor of *Industrial Canada*.

J. J. Duffield, formerly of the Vulcan *Advocate*, Alberta, is now in Ottawa as a private in the 4th Field Troop, Canadian Engineers.

Charles Brown of the London *Free Press* attended the funeral of the late William J. Hall, foreman of the Toronto *Daily News* press room.

Hal B. Donly, publisher of the Simcoe *Reformer*, has been made an honorary lieutenant-colonel as a recognition of his work on behalf of recruiting.

Theo. B. Allen, formerly of the Port Arthur *Chronicle*, has, following the amalgamation of that paper with the *News*, gone over to the Fort William *Times-Journal*.

Out of a male adult staff, numbering about 60 in connection with the Ottawa *Free Press*, no less than 17 men have enlisted for Overseas service.

Theo. B. Allen, formerly of the *Chronicle*, Port Arthur, and son of F. B. Allen, the well-known newspaper man, has joined the staff of the *Times-Journal*.

C. F. Hamlyn, city editor of the Woodstock *Sentinel Review*, has joined the 168th Battalion and is taking a training course in London.

Fire in an adjacent building menaced the premises of the Toronto *Telegram*. The *Telegram's* fire brigade and equipment contributed materially to the checking of the danger.

During the breakdown of its press, the Wallaceburg *News* was offered and accepted the fraternal services of The *Herald-Record* of the same place, and so was enabled to puolish as usual.

Irving E. Robertson, son of J. Ross Robertson, proprietor of the Toronto *Telegram*, and recently Parliamentary correspondent for that paper, has been granted a commission as lieutenant in the 170th Battalion.

Jas. A. Saylor, a member of the Belleville *Ontario* staff has enlisted with the 155th. This makes the 19th member or ex-members of *The Ontario* staff to enlist since the outbreak of the war.

W. K. Maclean has purchased the Rodney *Mercury*, which has been owned by Thomas W. Sims and run in connection with the Elgin *Sun* of West Lorne, for the past two years.

James A. Livingstone, editor of the Grimsby *Independent*, received a telegram stating that his son, Lieutenant Livingstone, who was a member of the 2nd Dragoons, had been wounded seriously in battle.

Thomas Ryan, formerly of the Brantford *Expositor* reportorial staff, will take a course in the provisional school for officers, after getting his work at Toronto Varsity in shape.

Staff-Sergeant Lew Brown, a former Toronto newspaper man, has returned from the front and it is expected that he will apply for a commission in the Army Medical corps before going back to Europe.

Ralph H. Reville, editor of the *Canadian Golfer*, and prominent in golfing and social circles at Brantford, has offered his services to organize a brass band for the 215th Battalion.

Lieut. James Baxter, formerly of the Windsor *Record*, and now with the 18th Battalion on the firing line, is now acting adjutant in place of Major George Nelson, who was wounded.

Newspapers at Sarnia were forced to suspend publication for a week on account of the failure of the gas supply, gas being used for motive power. Water and ice had clogged the gas mains.

Guy J. Smith, for many years with the Chatham *News*, has transferred to the *Planet*. Capt. R. W. Angus, lately of The *Planet*, is one of the active officers of the 186th Kent Battalion.

Ernest A. Warner, reporter for the Goderich *Signal* and Norman Newell, another employee, have joined the 161st Battalion, bringing the honor roll of that paper up to eight.

A. H. Barker, recently with R. G. MacLean, printers, Toronto, and well-known in Toronto and the West, is the new business manager of the Brockville *Times*, succeeding E. J. Payson, who has gone to the Berlin *News-Record*.

Toronto *Mail and Empire* on February 1 began a dictionary campaign for circulation building, which was a great success while it lasted, but three weeks from opening day not a book was left, and no more to be obtained nearer than England.

To succeed the late Hugh Ashton, manager for many years of the London Printing and Lithographing Co., James Orr of that city, has been appointed. Mr. Orr has been with the firm for years and is well qualified to take charge of the business.

Lieut. G. G. Booker, of the Ninety fourth Battalion, C.E.F., formerly advertising manager of the Fort William *Times-Journal*, and before that Western advertising representatives of the Toronto *Globe*, was married, March 7, to Miss Gladys Boyes, of Fort William.

Omer Chaput, who has been publishing a French-Canadian weekly called *Le Temps*, in Ottawa, has discontinued its publication, and joined the staff of the Ottawa *Journal*. He is a bright young newspaperman, who was formerly on the staff of *La Presse*, Montreal.

The Aylmer (Ontario) *Tribune* plant and business office was damaged by fire and water to the extent of about $1,500 on Friday morning, March 24. The fire broke out in the rooms of the Elgin Club above the *Tribune* office, from a defective natural gas grate.

Following the death of William Wesley, editor of the Walkerton *Bruce Herald*, his eldest son, J. A. Wesley, who had been assisting his father, has taken over the editorial management. The paper will be conducted by the late editor's two sons, J. A. and S. R. Wesley, but the firm name will remain as of old William Wesley & Sons.

Two Toronto visitors, guests at the Toronto Women's Press Club were Mrs. Ewan Macdonald, formerly L. M. Montgomery, author of "Anne of Green Gables" and other stories, and Mrs. Madge MacBeth of Ottawa, also a writer, and at present very much interested in the success of good drama and the development of the national theatre for Canada.

Word has been received in Toronto that Staff-Sergt. Edwin Norris, who went over to England with the Mechanical Transport section attached to the first Canadian Expeditionary Force, had been wounded and is now in hospital somewhere in France. Staff-Sergt. Norris, who is in his 21st year, is the youngest son of the late Charles C. Norris, of the Norris-Patterson Advertising Agency.

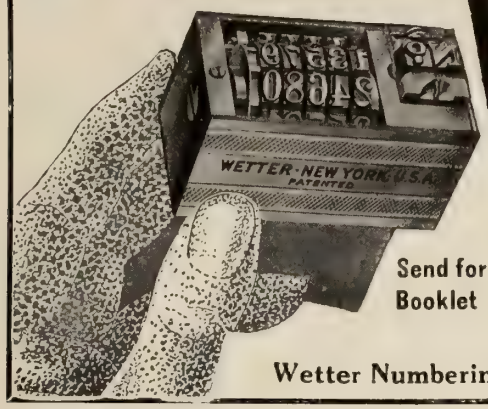
One of the most impressive events ever held under the auspices of the Hamilton Typographical Union was the banquet in honor of the members of the craft who have enlisted for overseas service. In the neighborhood of one hundred ladies and gentlemen were present, a score of the latter being attired in the King's uniform. Each member of the union who enlisted was presented with $25 and the promise that his dues would be kept in good shape until his return.

So strong is the newspaper instinct in many members of the 110th (Perth) Battalion, that they have started publication of a battalion newspaper, *The Range-Finder*. It is four pages, about magazine size and is published weekly. The staff is: Editor, Bandmaster Schmidt; business manager, Lieut. Stringer; Circulation Manager, Sergt. Albon; Master Printer, Sergt. Wood. There are correspondents in each unit of the battalion and the circulation will include Listowel and St. Marys, where there are detachments.

Pte. Donald G. Cuthbert, Helmsdale, Scotland, was killed at Mesopotamia on the 21st of January while serving with the 2nd Black Watch. He was employed on the Toronto *Evening Telegram*, having been a member of the proof-reading staff in 1911. The late Pte. Cuthbert served on some of the leading newspapers in Winnipeg and Vancouver and after leaving Vancouver, was connected with the press in Melbourne, Australia. Returning to his home in Oct., 1914, he joined the R.A.M.C., and was later transferred to the 2nd Black Watch. He declined promotion at the front. His father, William Cuthbert, is Liberal organizer for Sutherlandshire.

(Continued on page 60.)

ALL DEALERS SELL THEM



Send for Booklet

WETTER Numbering Machines

When you have a proposition—a hard one—even if some other concern turns it down, consult WETTER.

It's our business to figure it out for you.

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn-New York, U.S.A.

Cash and New Subscribers



My system of circulation building gets the results, and many pleased publishers for whom I have conducted *thoroughly* satisfactory circulation campaigns within the last two years testify to that fact.

I am busy, but am prepared to handle more campaigns.

JOHN S. SCOTT

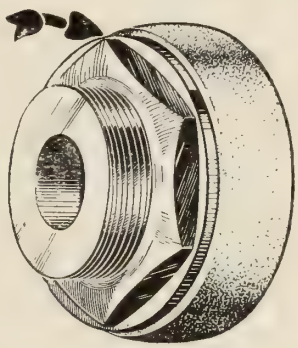
Builder of Newspaper Circulations

c/o TRIBUNE, ∴ WINDSOR, N.S.

Roller Cost Reduced

You can do better work—in less time—without bearers noiselessly and cut your roller bills in half—by using

Morgan Expansion Roller Trucks



A turn of the nut will instantly make the truck the same size as the roller.

SATISFACTION OR YOUR MONEY BACK
THOUSANDS NOW IN USE

PRICES PER SET (with Wrench):

8 x12 C. & P.	$5.00	10x15 Golding	$5.00
10 x15 C. & P.	5.00	12x18 Golding	6.00
12 x18 C. & P.	6.00	12x18 Golding Art	8.00
14½x22 C. & P.	8.00	15x21 Golding Art	8.00

Canadian duty 17½%. Carriage about 25c.

Morgan Expansion Roller Truck Co.

303 E. Fourth St., Los Angeles, U.S.A.

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED

111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

PRINTERDOM

LINOTYPE MODELS AT LOWER COST

An important announcement is made in this issue of *Printer and Publisher* by the Mergenthaler Linotype Company. In their advertisement on pages 9 and 12 will be found a brief summary of the striking advantages of the new multiple-magazine linotypes.

Readers will be particularly interested in the interchangeable features of these new models. The Model 18 uses the regular Model 5 magazines which are also interchangeable with magazines of Models 4, 5, 8, 14 and 19. In fact, the Model 18 is substantially a two-magazine Model 5 linotype.

In the Model 16, it is possible for the operator, without loss of time and without taking his hand off the keyboard to bring either of the two magazines into instant operation—enabling him to assemble at will matrices from both magazines into the same line at a continuous operation. Briefly, the essential feature of the Model 16 is the ability to mix faces from all magazines in the same line, with the added advantage of having the two full-length magazines independently removable from the front of the machine; and the instant change from one magazine to the other by merely touching a button. All the new models are equipped with the universal ejector, water-cooled mold disc, universal knife block, etc., and carry all linotype faces that will run in any other linotype machine.

The dollars-and-cents significance of these important advantages will be easily and fully appreciated by printing executives, machinists and operators. A good idea of what these new models are, and what they can do, may be had by referring to the insert itself. All type matter used on the four pages is linotype product and furnishes an admirable example of the wide range of work possible on the improved multiple-magazine linotype.

Notwithstanding the extraordinary versatility and efficiency of these new models the prices have been made so low and the terms so convenient as to bring the machines within easy reach of every printer. To get all the facts, however, readers should make immediate use of the convenient coupon in the corner of the last page of the insert.

EXPOSITION OF PRINTING AND ALLIED TRADES

The exposition with the above name to be held in New York in the autumn is designed to outshine anything ever before conceived in the graphic arts and to rival the international exposition held at Leipsic, Germany, two years ago, which embraced every department of the printing, lithographing, stationery, paper, bookbinding and allied trades and professions.

GRAPHIC ARTS EXPOSITION

A forthcoming exhibition conducted as a co-operative enterprise since the exhibitors will share in the profits, is the National Graphic Arts Exposition, to be held in the Grand Central Palace, New York, Oct. 26-Nov. 4.

PAPER EASY TO SELL, HARD TO BUY

Mills in the United States and Canada are confronted with shortage of raw materials.

Pulp is scarce.

Bleach and dyes also are almost unobtainable.

The Canadian mills are doing their best to look after the domestic trade.

Paper manufacturers say they have never been confronted with such unusual conditions as prevail in their trade to-day. For six months past the demand for all kinds of paper has been increasing as the result of prosperity throughout the country. Supplies for the manufacture of paper have been greatly decreased because of the war, and in some cases almost unobtainable. All general supplies that go into paper are unusually short; there is a shortage of old rags, and besides the powder manufacturers are using rags in the making of gun cotton. The bulk of our rags have heretofore been obtained from the Peasant folk of Europe, but no rags are now being imported.

Another problem that is bothering the paper manufacturers is the lack of bleachings produced by the sulphuric acid and of alum which are now being used in the manufacture of explosives. Importations of jute stock have fallen off until the price has doubled. The countries which have been supplying the major portion of wood pulp are Canada, Norway and Sweden. The embargo placed against Swedish pulp has created such a demand for Canadian pulp. The Canadian pulp manufacturers have been unable to meet this demand and in consequence the price has advanced by fully fifty per cent.

The world has very largely depended upon Germany for coloring dyes, and as is well known, they have become a rarity. The textile manufacturers are the heaviest consumers, and the paper manufacturers who use the same dyes for their colored papers are now forced to pay abnormal prices and are thankful to get them at any price.

Apparently there is no relief in sight. These abnormal conditions will prevail for some time. The demand is away beyond the output. The output has been curtailed, chiefly owing to the shortage of the supply of these raw materials. This great demand of paper is a sure reflection of activities in all lines of trade.

The Canadian paper mills are doing their utmost to look after the domestic trade. All of the mills have more orders on hand than they can execute in months. They will not accept any protective orders, and are desirous of supplying their regular customers first, rather than take on new business, and are endeavoring to keep prices as near to normal as conditions will permit.

* * *

Mr. Munroe, of Wilson-Munroe Co., Ltd., Toronto, is the writer of the foregoing. He says that the paper situation in a nutshell is: Easy to sell; hard to buy.

CANADA PAPER ANNUAL

Canada Paper Company has re-elected its board as follows:—J. Kilgour, president; Sir Montagu Allan, vice-president; Sir H. S. Holt, C. R. Hosmer, F. W. Molson and Hon. Robert Mackay. No decision has been reached regarding the offer to pay 28 per cent. deferred dividends on preferred for a discharge on the 42 per cent. in arrears.

INTERTYPE APPOINTMENT

H. W. Cozzens is assistant to Captain Charles D. Palmer, President of the Intertype Corporation. The business history of Mr. Cozzens is an interesting one:

For many years he was connected with the old Campbell Printing Press and Manufacturing Company in both the Selling and Advertising Departments, and during six years of this period was manager of its Chicago office, handling the sale of Century Presses and Autoplates.

He left the Campbell Company on May 1, 1906, at the time they discontinued building and sale of the Century Press. For a few weeks in fall of 1906 was manager of the New York branch of the United Printing Machinery Company, resigning this position to become manager of the New York Sales Department of the Mergenthaler Linotype Company. He was with the Mergenthaler Linotype Company for nine years and during the first four years of that period also directed all of the advertising and this included the originating and carrying through of the $1,500 prize contest for newspaper "ads," set on the linotype and the $5,000 prize contest among the master printers for job and book and catalog work, set on the linotype. He spent the summer of 1913 in Europe with the English Linotype Company, comparing selling and advertising methods.

THE OFFSET PROCESS

The Harris Automatic Press Company, Niles, Ohio, report the installations of twenty-three offset presses during the past three months. Of this number, fourteen are 36x48" and larger. Two additional presses, 44x58" have been sold—and a 36x48" for shipment to Japan, making six Harris offset presses which have been shipped to foreign countries within the last eight months.

LINOTYPE SALES

Recent purchasers of linotypes include: St. Hyacinthe *Courier*, Model 5; Renfrew *Mercury*, Model 4; Prescott *Messenger*, Model K; Listowel *Banner*, Model 5; Cornwall *Freeholder*, Model 14; Niagara Falls *Gazette*, Model 15; St. Catharines *Journal*, Model 5; Oshawa *Vindicator*, Model 5; Newmarket *Era*, Model 5; Modern Press, Ottawa, Model 14; Norman Printing Co., Model 5; Perth *Courier*, Model 1.

CHANGE OF ADDRESS

On and after May 1st, the Business Office of the New York Master Printers' Association, now at 13-21 Park Row, will be located in the Printing Crafts Building, Eighth Avenue, 33rd to 34th street, Room 1101.

PULP AND PAPER ASSOCIATION

At the recent annual meeting in Montreal of the Canadian Pulp & Paper Association, the following officers, executive committee and committee chairmen were appointed:

J. H. A. Acer, of the Laurentide Company, Montreal, was unanimously elected president to succeed I. H. Weldon. C. Howard Smith was elected vice-president by acclamation, succeeding Mr. Acer.

The sections elected these chairmen and members of the executive committee:

Chemical Pulp, Carl Riordan, Riordan Pulp and Paper Company, Montreal.

Mechanical Pulp, J. A. Bothwell, Brompton Pulp & Paper Company, East Angus, Que.

News, A. G. Campion, Belgo-Canadian Pulp and Paper Company, Montreal.

During the last year the exports of Canadian pulp and paper greatly increased, while imports decreased. The outlook is brilliant.

Regarding the growing consumption of news print, the following figures presented by G. F. Steele, secretary of the American News Print Manufacturers' Association indicate the tremendous increase in this class of paper.

The increase in production at subsequent periods is approximately as follows:

1880.....	400 tons daily.
1890.....	653 tons daily.
1900.....	1,893 tons daily.
1905.....	3,040 tons daily.
1909.....	4,000 tons daily.
1915.....	6,000 tons daily.

These figures also represent the growth of the newspaper industry in the United States and Canada during the same period.

BIG ORDER FOR EQUIPMENT

The Murray Printing Company, Toronto, have purchased $20,000 worth of labor-saving equipment for their printing business, owing to the shortage of labor.

It doesn't look like hard times in Canada nor in the printing business.

ENLISTED PRINTERS

A vote taken among the members of the Toronto Typographical Union on the question: "Shall an assessment of 15 cents per month be levied on each member to pay the dues of members enlisted?" showed a majority of about a hundred in favor of the proposal.

THE JUMP IN PRICES

Up to February 1, 1916, the following advances in paper mill materials have taken place, viz:

	Formerly.
Cotton Rags	1¼ to 2¾ cents
Sulphite (Bleached)	2½ to 3 cents
Sulphite (Easy Bleach) ...	1¾ to 2¼ cents
Soda Ash	.65 cents cwt.
Bleach	$1.35 cwt.
Alum	1 cent per lb.
Casein	6½ cents per lb.
Aniline Colors	25c to $1 per lb.

	Now.
Cotton Rags	2¼ to 5¾c per lb.
Sulphite (Bleached)	4½ to 5½c per lb.
Sulphite (Easy Bleach)..	3¼ to 4c per lb.
Soda Ash	$2.50 to $3.00 per cwt.
Bleach	$7.00 to $14.00 per cwt.
Alum	3 to 3½c per lb.
Casein	17 to 25c per lb.
Aniline Colors	$10 to $30 per lb.

Bleach, casein and sulphite unobtainable outside of contract. Aniline colors entirely unobtainable. They are still going up, and this is only *a part of the story.*

* * *

The foregoing constitutes the contents of a blotter issued by Wilson-Munroe Co., paper dealers, Toronto.

MORGAN EXPANSION ROLLER TRUCK

This roller truck for platen presses is one of the most recent inventions. Many a platen pressman has had to worry over the "ghost" line in a job. The truck also saves rollers. A simple twist of a wrench and the truck can be adjusted to any size of a roller. It does away with smearing, the rollers cannot slide, and it is possible to use shrunken or larger rollers at the same time. It is as easy, in a word, to adjust platen press rollers with the Morgan truck as it is to adjust rollers on a cylinder.

PRINTING RECORD

The mammoth Hoe press, exhibited at the Panama-Pacific Exposition, under its full power drive for the first time, turned out 1,066 twenty-four-page papers every minute, or an average of about seventeen per second. The San Francisco *Examiner* claims that this achievement has never been approached by any other press.

The machine is built on the unit principle, and is made up of twelve printing vresses, exactly alike, any one of which may be run independently. Any section may be run in either direction, permitting any arrangement of color printing desired, without interfering with the running of the press on an all-black product.

TO PUT BAROTYPE MACHINE ON MARKET

The Brown Barotype Company, an Illinois corporation, with a capital stock of $150,000, with offices in Chicago, proposes to bring out a new typesetting machine, which will be sold at $1,000. The Barotype machine took a prize at the Panama Exposition at San Francisco last year. The promoters say that the patents pending cover and protect many new and valuable features of this machine, thus securing for the company the exclusive right to manufacture and sell it.

ROBERT HOE WITH R. HOE & CO.

At a special meeting of Robert Hoe & Co., Robert Hoe, eldest son of the late Robert Hoe, was elected a director of the company. The affairs of the company are now in the hands of the Hoe family, the only outside director being F. W. H. Crane, the president and general manager.

ECONOMY THE WATCHWORD

Printers, publishers, paper dealers and paper and pulp manufacturers are giving greater attention than ever before to the storage of cased and roll stock, from the standpoint of both economy of room and ease of handling.

In this connection it is to be recorded that the Economy Engineering Company, 415 S. Washtenaw Ave., Chicago maintains, in charge of a competent mechanical engineer, a department devoted to the designing of special machinery for handling and piling material under unusual and often adverse conditions. This company's "Economy" tiering machine is meeting a real need.

SHADED TYPE

From the American Type Founders Co. have been received exhibits of new additions to its family of shaded faces—Cheltenham Extra Bold Shaded, and Bodoni Bold Shaded. The popularity and artistic quality of grey type and effects in advertisement, booklet and other job compositions calls for shaded type with increasing insistence.

PHOTO ENGRAVINGS COSTING MORE

A general average minimum increase of 20 per cent. in photo engravings became operative in New York city, on April 3. This was decided upon at a meeting of the Photo Engravers' Board of Trade of New York, and is based upon the standard scale for selling their products, adopted by the National Association of Photo Engravers, at the Chicago convention, in June, 1915. Increases in the cost of materials and labor are given as the reason for the higher prices.

Copper, one of the principal ingredients of photo engraving, is shown to have increased 46 per cent., or from 35½ cents in July, 1914, to 52 cents in March, 1916. Zinc, another of the important raw materials, is shown to have increased 240 per cent., while 40 per cent. nitric acid and 20 per cent. muriatic acid have each increased 100 per cent. The biggest increase, according to the circular, was in potassium bromide, which rose from 41 cents in July, 1914, to $5.52 in March, 1916, or 1,246 per cent. Other large increases quoted are: Mercury bichloride, 608 per cent.; hydroquinine, 770 per cent.; copper sulphate, 284 per cent.; acetic acid, 240 per cent.; acetone, 225 per cent.

Analyzing the new scale of prices, the Board of Trade points out that the burden of the increase will fall upon the small engravings, while the increase in the large plates will be proportionately small. Under the present method of price-making, the Board of Trade states, the profits of the business are almost wholly derived from the "fat" on the large engravings. With the new scale in operation there will be, according to the estimate of the Board of Trade, a reasonable profit.

This means that three-inch engravings will cost proportionately that much more than two-inch engravings, and so on upwards to the largest engravings. By this method, it is estimated that while the cost of the small engraving will average considerably more than the large engraving, yet the general yearly cost to the consumer will be practically the same as now.

TROUBLE IN TORONTO

A difficulty arose between a Toronto printing concern and the local typographical union on March 17. The trouble was settled in a few hours. The proprietors claimed that the stand of the typos was a violation of the signed agreement, and the printers claim it was not.

THE BOOK OF THE MATRIX

The Book of the Matrix is the title of a publication issued by the Mergenthaler Co., Tribune Building, New York. It announces the completion of the new Mergenthaler Specimen Book of Type Styles. This book is a substantial volume. It weighs 12 lbs., is 3 inches thick, measures 13¾" x 9", and contains 1,000 pages. More than 115,920 lbs. of paper were consumed in its production, and over 500 lbs. of ink. Two hundred and forty-three distinct type designs are shown, many of which are made in from two to eight, and in some cases more, sizes and various combinations.

This *Book of the Matrix* is well worth the having and reading, for its intrinsic interest.

MASTER PRINTERS' AND BOOKBINDERS' ASSOCIATION ANNUAL MEETING

The Annual Meeting of the Master Printers' and Bookbinders' Association of Toronto, will be held April 6, when a complimentary dinner will be served. The meeting takes place at the Ontario Club.

News Items

(Continued from page 56.)

GENERAL

The Masses, radical paper published in New York, has been barred from the Canadian mails. It is said that the action was taken because of the publication's hostile attitude toward war and preparedness.

MANITOBA

Wm. Roller, who has been with the Winnipeg *Telegram* job printers for the last five years, has resigned his position to join the sportsmen's company of the One Hundred and Eighty-fourth Battalion.

The oldest Winnipeg French weekly paper, the *Soleil de l'Ouest*, was published for the last time on Feb. 26. Its successor is *La Libre Parole*. The new paper is a 12-page weekly. There is some talk among those connected with this paper that it may soon become a daily paper. If so, it will be the first French daily in the West.

MARITIME PROVINCES

John S. Scott is conducting a circulation voting contest for the *Evening News and Free Lance*, New Glasgow.

W. A. Richardson, former editor of the *Western Chronicle*, who has been Mayor of Sydney the past year was again elected Mayor for the present year with a majority exceeding 350.

The Western Chronicle, Kentville, has just closed a successful circulation voting contest, which was conducted by John S. Scott. A piano was the major prize.

H. B. Anslow, publisher of the *Graphic*, Campbellton, has called a meeting of the North Shore publishers to consider the raising of the annual subscription price of weekly newspapers to $1.50.

J. L. Stewart, M.P.P., editor of the *World*, who underwent an operation on his eyes at the Royal Victoria Hospital, Montreal, three weeks ago, has returned to Chatham, and looks forward to regaining his sight in a few weeks.

B. Bourinot, Richmond Co. *Record* on Arichat, N.S., is desirous of purchasing a weekly paper in British Columbia on account of his health, and is open to receive offers for the purchase of his paper in Nova Scotia. Mr. Bourinot has been in the publishing business for over 25 years and has published papers in different parts of the province. He is a nephew of the late Sir John Bourinot, who began his career as a journalist at Halifax, as editor and part proprietor of the *Daily Reporter*.

Ronald Blakney, linotype operator with The Moncton Times Printing Company, has donned the khaki, being a member of the 115th Battalion, now being mobilized at St. John. A peculiar coincidence in connection with the 115th is that the only Moncton men who have joined this battalion, were all employees of The Times Printing Company. Lieut. D. B. Weldon, who is a platoon commander with the 115th, was a member of the editorial staff; Lance-Corporal George Jones, who was recently given a stripe, was a monoline operator with *The Times* some time ago; and Pte. Lavoie, the other Moncton man with this batalion, worked in the job department. Pte. Blakney's enlistment makes the fourth man from *The Times* office to join the 115th.

ONTARIO

Fire damaged the *Tribune* printing office at Aylmer.

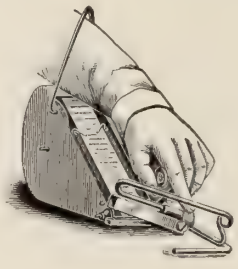
Harry Bellamy, editor and proprietor of The Dungannon *News*, has suspended publication of his paper in order to enlist. He has joined the ranks of the 161st Huron Battalion.

J. H. Fawcett, editor of the Burks Falls *Arrow*, has enlisted for overseas service, having been given a commission in the 192nd Battalion and has gone to Toronto to qualify. Editor Fawcett the elder, who is in Thornbury, finds himself compelled to either close down or sell one of his papers.

GENIUS IS CONCENTRATED ATTENTION

What's in a Word?

"Co-operation" in a want ad. page is one of the necessities of modern times. Half of our worries will be over—the other half will not happen—when we learn to "get together." Co-operation in a want ad. page of your own trade paper is "something most devoutly to be wished for" by Printers and Publishers of Canada. If you want to reach the man to fill an executive job—to edit, to manage, to sell ads., to sell jobs; if you want to dispose of a second-hand press or cutter; if you want to buy them; if you want to dispose of your business or want to get a partner; if you want anything or want to dispose of anything, CO-OPERATE ON PRINTER AND PUBLISHER WANT AD. PAGE. The rate is but two cents per word.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

Are You Skeptical?
Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
LONDON - - ENGLAND
MANCHESTER - ENGLAND

The Only Typo Numbering Machine Made on the Point System.

Model No. 25



No 12345

$5.00 Model 25 5 Wheels | Model 26 6 Wheels $6.00

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

The Roberts Numbering Machine Company

696-710 Jamaica Ave. Successor to The Bates Machine Co. BROOKLYN, N. Y.

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

WASHINGTON PROOF PRESS IN GOOD condition, will accept reasonable offer. Box 516, Printer and Publisher, 143 University Ave.

FOR SALE—PONY CAMPBELL PRESS, $600. Bed 23 x 30 in. Terms liberal. Chases for sale separate. Apply quick to Box 586, Oshawa, Ont. (tf)

FOR SALE—COTTRELL & BABCOCK drum cylinder press. Will take 6 col. quarto sheet. Is good newspaper and book press, and is in good working condition. Can be had at practically your own price, as it has been replaced by a two-revolution press. Andrew King, Enterprise, Rouleau, Sask.

FOR SALE

FOR SALE—JOB PRINTING AND STATIONERY business, well established in locality outside of Montreal. Exceptional opportunity. Apply Box 521, Printer and Publisher.

FOR SALE—WEEKLY NEWSPAPER AND good job plant in a prosperous Ontario town. Good reason for selling. Excellent opportunity for live man. Half cash handles the proposition. Apply Box 519, Printer and Publisher.

FOR SALE — NEWSPAPER AND JOB printing plant, including flat bed perfecting press and new linotypes; also job presses and power cutter, together with a splendidly assorted lot of modern type faces in large fonts, imposing stones and other miscellaneous material. To be sold at a bargain on reasonable terms to responsible party. Apply Box 520, Printer and Publisher.

FOR SALE—LIVE NEWSPAPER IN ONtario country town. Electric power, first class equipment, largest weekly in county, good job department and excellent advertising medium. Reason for selling Enlisting. Box 523, Printer and Publisher.

WANTED

WANTED A CIRCULATION MAN WITH ideas and ability, for daily in good Ontario city. Address Box 524, Printer and Publisher.

NEWSPAPER AND JOB OFFICE, PROgressive Saskatchewan town; good business; no opposition; price and terms right; $500 cash. Apply Box 522, Printer and Publisher.

WANTED SECOND HAND WASHINGton proof press, or other good press suitable for newspaper work. Must be in good condition. Quote prices, etc., to British Whig, Kingston, Ont.

WANTED — TO LEASE, WITH THE option of buying at expiration of lease, a weekly newspaper in British Columbia. Would prefer to locate in a field where no other paper is published. Send full particulars to Bertram Bourinot, Richmond County Record, Arichat, N.S.

WANTED—SMALL CYLINDER PRESS, Linotype, Stero plant for casting 7 col. page and proof press. Cheap, must do first class work. Send full particulars to Box 525, Printer and Publisher.

A YOUNG, AMBITIOUS MAN WANTED— Printer to take the management of a well-established and profitable weekly paper and job printery in one of the best towns of Ontario. An opportunity seldom offering to young men. Salary to commence $60 per month, and 10 per cent. of the new business, which can easily be increased 50 per cent. over its present volume. Half interest offered if satisfactory. Box 518, Printer and Publisher.

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

Buyers' Guide

PAPER

All Kinds for Printers, Lithographers, Binders.

Doty & Scrimgeour Sales Co.
74 Duane St. New York, N.Y.

Stop Carrying Delinquents

Turn over to us your past due Subscription Accounts let us turn them into cash.

WE COLLECT EVERYWHERE

No account too hard for us—no creditor too far away our Service covers the Continent.

No Results—No Pay Prompt Returns. You cannot lose on our proposition—you pay us only for results produced! Try us out with a list. It will pay you. Write for blank sheets to list your accounts on.

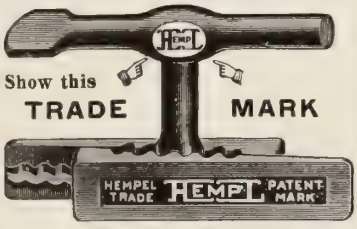
References: The Bank of Ottawa and many of the leading publishers, to whom we have been giving satisfaction for the past six years.

The Canadian Mercantile Agency
Ottawa, Ont.

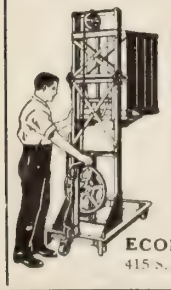
TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

All GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Sold by all reputable dealers
Manufactured exclusively by **H. A. HEMPEL**
THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.



The leading Printers and Publishers of the world have found this machine a great labor and money saver.

There are so many ways in which the Economy Safety First Portable Tiering Machine may be used that it will pay you to write for full information and particulars.

ECONOMY ENGINEERING CO.
415 S. Washtenaw Ave. Chicago, Ill.

AUTOMATIC JOB PRESSES
Autopress Company, 95 Madison Ave., New York.

BALERS, WASTE PAPER
Miller & Richard, 7 Jordan St., Toronto.

BLOTTING PAPER
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER
Herman Roser & Son, Glastonbury, Conn.

BOOKBINDERS' MACHINERY
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.

CUTTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.

ELECTRIC MOTORS
Advance Machine Works Co., 177A Canning St., Montreal.
Kimble Electric Co., Chicago.

ELECTROTYPING AND STEREOTYPING
National Electrotype & Stereotype Co., Ltd. 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSED SHOWCARDS
Weise Bros., 5 to 7 Singer St., London, E.C., England.

EMBOSSING PRESSES
Miller & Richard, Toronto and Winnipeg.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

JOB PRESS GAUGES
Megill, Ed., 60 Duane St., New York City.

LOOSELEAF BINDERS
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES
Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES
American Numbering Machine Co., 224-226 Shepherd Ave., Brooklyn, N.Y.
Roberts Numbering Machine Co., 110-112 Church St., Toronto.
Wetter Numbering Machine Co., 333 Classon Ave., New York.

PAPER MANUFACTURERS AND DEALERS
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Rolland Paper Co., Montreal, Que.
Wilson Munroe Co., Limited, Toronto.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

Standard Paper Mfg. Company

RICHMOND, VA., U.S.A.
Largest Exclusive Manufacturers of
BLOTTING PAPER
Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.

Hermann Roser & Son, Glastonbury, Conn.

SCOOP

Supplied to Canadian publications through Toronto, without troublesome duty charges.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

Kindly Mention This Paper When Writing Advertisers

Buyers' Guide

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTING PRESSES

Anglo-Canadian Type & Printing Machinery Co., Adelaide and Spadina Ave., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe, R. & Co., 504-520 Grand St., New York.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Old Type Wanted

We are in the market for a large quantity of old type metal. Printers and publishers having any for sale, write at once.

GLOBE PRINTING CO.
TORONTO

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.

QUOINS

H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES

R. Hoe & Co., 504 Grand St., New York.

TYPECASTING AND TYPESETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

TYPE FOUNDERS

Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

THE man who does not advertise because he has too much business is like the fellow who burns the candle at both ends—he has it coming both ways.

We make a specialty of **Electrotypes** from **Halftones.**

Out of town orders promptly attended to.

The National Electrotype and Stereotype Co., Ltd.
R. H. MILN, Manager
229 Richmond Street West TORONTO, ONTARIO

Kindly Mention this Paper when Writing Advertiser

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING
Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

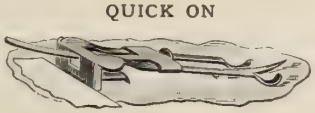
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York



"'Tis an unweeded garden that grows to seed."

William Shakespeare—April 23, 1616—1916

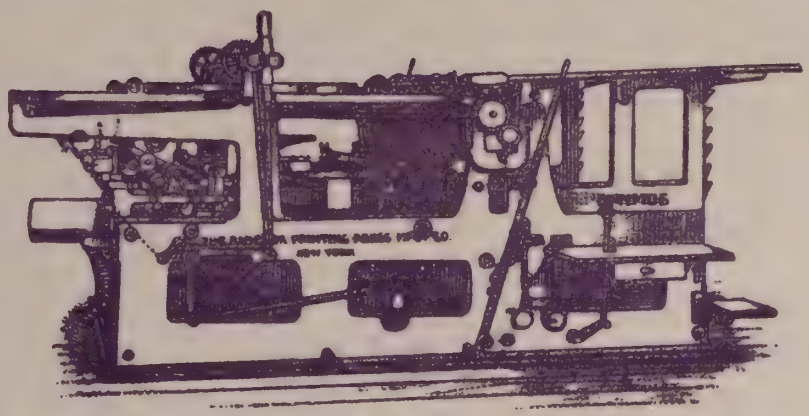
In modern printology the metaphor above means "scrap the junk." This is the last page of PRINTER AND PUBLISHER. You've read the others.

Write the advertisers. Each has a story for you. It's yours for the asking. Dollars lurk in every page.

Don't say "I don't need it." You'll need the labor-saving devices shortly, if not now. Then you'll know. Be up-to-the-minute. Write the advertiser for his story. You'll find a postage stamp an investment that will give you big returns.

The Manager.

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

One of the many fine things about the

PERFECT INK DISTRIBUTION

of the "OPTIMUS" is the wonderful new mechanism for driving the distributors. It must be seen, while not heard, to be appreciated. It is perfectly simple and absolutely noiseless.

A spiral shaft mounted in large, automatically oiled bearings is rotated by the reciprocating of the bed and transmits its motion to the distributors through bronze spiral gears.

It's as smooth as velvet.

It cannot even *wear noisy,* for spiral gears retain their correct shape, even though worn, as the driving nuts are adjustable and have three times the needed wearing surface.

The spiral shaft bearings are adjustable and each part is made of the material best adapted to its purpose.

The entire mechanism is powerful, silent and long lived.

The entire Inking Arrangement is a marvel of SIMPLICITY, DURABILITY, CONVENIENCE and ECONOMY.

To best serve his own interests, every printer should know this whole mechanism in detail.

Send for our catalogs, invite calls from our salesmen and

SEE the "OPTIMUS" INKING ARRANGEMENT in OPERATION

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

See Pages 9 to 12

For An Important Announcement of

New

Multiple-Magazine

Linotypes

Models 16, 17, 18 and 19

CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne Street

CHICAGO
1100 So. Wabash Ave.

SAN FRANCISCO: 646 Sacramento Street

Printer and Publisher

May
1916

25th Anniversary Number

The MacLean Publishing Co., Limited
Toronto : Montreal : Winnipeg

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.



With the Cross Continuous Feeder

In emergencies like the present, when scarcity of skilled labor may be retarding the growth of your plant, why not put your paper-feeding problems up to the Cross Continuous Feeder?

With few adjustments and without the aid of compressed air, suction, or electrical attachments, the Cross feeds, AUTOMATICALLY and CONTINUOUSLY, any stock from thinnest tissue up to 12-point cardboard, with precision and *accurate register*.

One operator can keep several Cross Feeders supplied with paper WITHOUT STOPPING THE PRESSES, thereby giving you the maximum output.

The Cross works from the feedboard, requires no additional space, and can be quickly moved back out of the way should you desire to hand-feed a short run.

Many of the largest English and American firms use Cross Feeders. One American firm has 115. One English firm has 57.

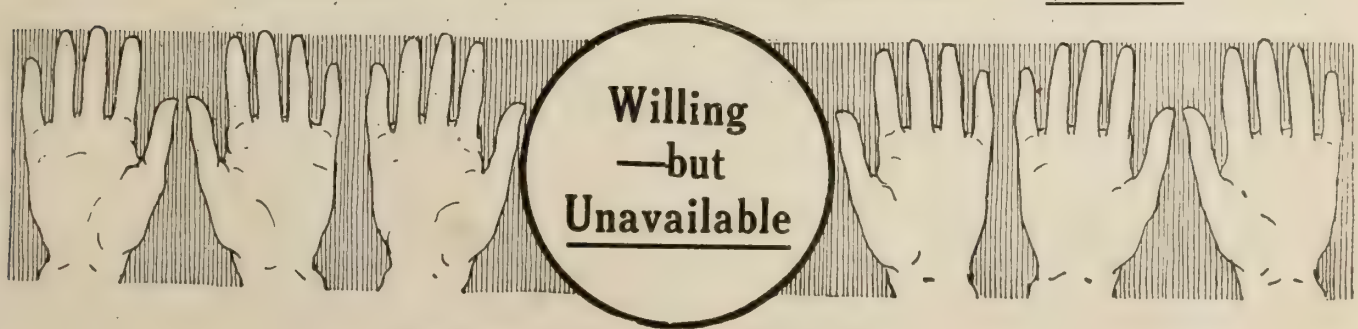
Over 66 per cent. of our Cross Feeder sales are RE-ORDERS. That speaks for itself.

Descriptive catalog and complete information sent upon request.

Dexter Folder Company

Folding, Feeding, Binding, Cutting Machinery

NEW YORK CHICAGO PHILADELPHIA DETROIT BOSTON
ATLANTA DALLAS SAN FRANCISCO TORONTO

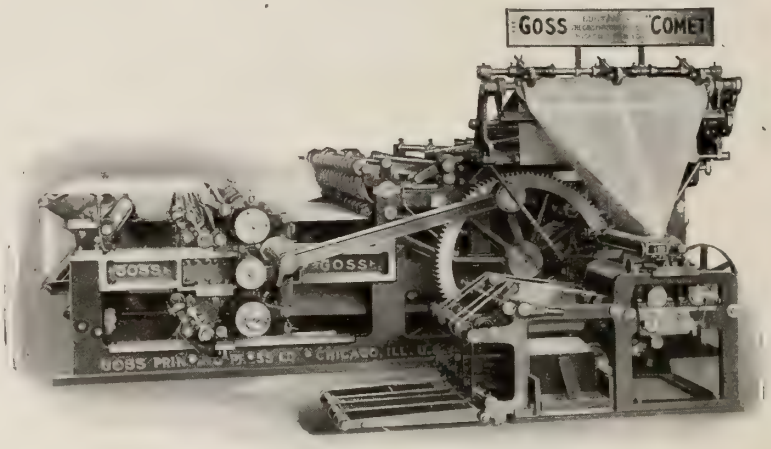


THE FOUNDATION UPON WHICH THE GOSS COMET PRESS STANDS IS THE SOUND BASE OF

COMMON SENSE

WRITE FOR FULL PARTICULARS

A FLAT BED WEB PERFECTING PRESS THAT WILL PRINT 4, 6 OR 8 PAGES OF 6 OR 7 COLUMN NEWSPAPERS FROM ROLL PAPER AND TYPE FORMS



BUILT UPON HONOR BY SKILLED WORKMEN USING BEST MATERIAL

ECONOMY OF MAINTENANCE	QUALITY OF PRODUCT	SIMPLICITY OF CONSTRUCTION	RELIABILITY IN ACTION	CONVENIENT TO OPERATE
THE COMET DOES NOT WEAR TYPE, NO BACKLESH IN THE GEARING	THE COMET IS EQUIPPED WITH BALL BEARING IDLE ROLLERS OVER WHICH THE PAPER TRAVELS	THUMB SCREW INK FOUNTAIN ADJUSTMENT FOR EACH COLUMN	ALL CAMS AND GEARING ON THE OUTSIDE OF FRAME EASILY ACCESSIBLE	
SIX COMPOSITION ROLLERS AND TWO INK FOUNTAINS EQUIP THE PRESS	A 5 H.P. MOTOR IS AMPLE POWER TO OPERATE THE COMET	THE WEB ADVANCES WHILE THE CYLINDER ROLLS. NO DRAG UPON THE WEB	THE BLANKETS CAN BE TIGHTENED WITHOUT REMOVING CYLINDER LIDS	A ROTARY FOLDER PRACTICALLY TAPELESS
AUTOMATIC WEB TENSION AND PAPER ROLL GOVERNOR	THE COMET FOLDER IS PLACED AT THE SIDE OF THE PRESS SO THAT BOTH STRANDS OF WEB WILL ANGLEBAR ALIKE	DOUBLE INKING VIBRATORS TO CUT THE COLOR	INTERCHANGEABLE COMPOSITION ROLLER STOCKS	

GUARANTEED

CHICAGO OFFICE
16TH ST. & ASHLAND AVE.

Manufactured by
THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE
No. 1 MADISON AVE.

ANNOUNCEMENT

On account of the heavy increase in the cost of raw material, we have found it necessary to advance the price for making Printers Rollers. The following price list is now in effect.

Rollers, smaller than No. 1 Gordon	.75c each
" No. 1 Gordon Press	.80c "
" No. 2 Gordon Press	1.20 "
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No. 4 Rollers	1.95 "
Pony Cylinder, minimum	2.00 "
Cylinder Press Rollers	45c per lb.

The above prices subject to change without notice.

ORDER YOUR SUMMER ROLLERS NOW.

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This design is a TRADE MARK guarantee of quality.

We have on hand a large assortment of Colored Papers, Covers and Posters at attractive prices and invite your enquiry.

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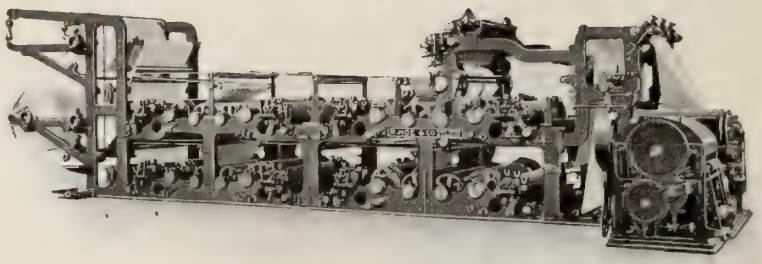
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stands for Security and Progress in Peace as in war. Now is the time to prepare for prosperity by installing the right kind of printing and plate-making equipment.

BIG BUSINESS

is again coming to the front and wise publishers, who always look ahead and than whom there are no better judges of quality, efficiency and economy in machinery, are now putting in their orders for

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HOE SIMPLEX 32-PAGE HIGH-SPEED NEWSPAPER PRESS

A Thoroughly Dependable, Simple, Efficient and Easy Running Machine of Low Design

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"ROLLAND" HIGH-GRADE PAPERS

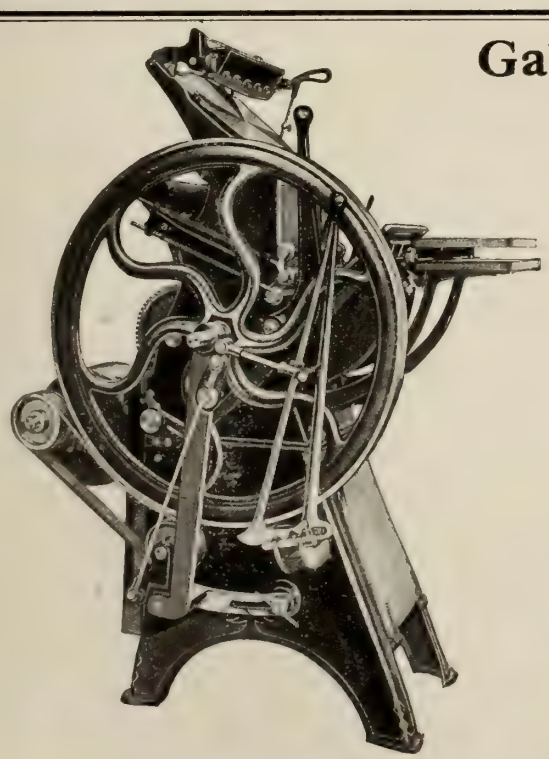
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Gain 5000 Impressions per day by the Pearl Press

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"I had overtime wages and gas bills to pay till I nearly went broke. Now I put all my small jobs up to 10M runs on my two Pearl Presses. Boys at $8.00 per week operate these presses, and turn out actually twice the printed impressions as the more expensive feeders on the larger jobbers. I can depend upon an average of 20M impressions per day from each of the Pearls, excepting on occasional days when numerous short-run jobs reduce the average."

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FRANKLIN, MASS.

Additional Products — Golding Jobbers, Golding and Pearl Cutters, Hot Embossers, Safety Appliances, and various Tools for the Printer.

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Buntin Gillies & Co. Limited

B & G & C

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A complete stock of this high-class British make of White Double Coated Book still in stock. While it lasts

10½c. per lb.

In Stock at Hamilton:

25 x 38—66 lb.—500's
25 x 38—80 lb.
25 x 38—100 lb.
28 x 42—100 lb.
28 x 42—120 lb.

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Samples on Application.

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Suitable for use with Deeside Book.

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20½ x 25½—65 lb. $15.75 per ream.

Samples on Application.

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Hamilton. and Montreal.

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Complete Bindery Outfits

We carry in stock a complete line of all machines used in the Bindery in our warehouse here, and can ship promptly.

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We can supply you promptly with

WIRE, "Perfection" Quality. The Standard everywhere. PARTS for all Wire Stitching Machines. Lettering Pallets, Finishing Rolls, Finishing Tools, Brass Rule, Steel Rule, Brass Bound Boards, Ruling Pens (Hickok or Dredge), Finishing Presses, Sewing Benches, Mailing Machines, Bone Folders, etc.

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Cutting Boards, Staying Material, Hammers, Paring Knives, etc.

Bookbinders', Printers', Lithographers', Boxmakers' Machinery and Supplies

Do You Want New Subscribers? Do You Want Money?

Within a few weeks you can get both with a properly conducted circulation campaign. For two years now I have been proving the merits of my system of circulation building, by GETTING RESULTS for one publisher after another.



My undivided personal attention is given to every campaign I conduct. I try to make money for myself, but I work just as hard for the publisher as I do for myself. My big purpose is to make every campaign a success in every way.

You Can't Pay for More Than You Get in a Campaign Which I Conduct

My system and methods are commended by the publishers with whom I have done business—by people who KNOW. Here are two letters concerning recent contests:

The Western Chronicle

WEEKLY PUBLISHED THURSDAY
$1.00 PER YEAR
SUBSCRIPTIONS PAYABLE IN ADVANCE

Kentville, Nova Scotia, April 1[illegible] 191

Dear Mr. Scott:-

It is now a little more than a month since you concluded our circulation contest and in the light of that time we say with assurance that the contest was a success. We have several reasons for describing our contest as "a success".

We do so, from an advertising standpoint. During and since the contest our publication has been, we believe, receiving greater and more favourable public attention than previously. This is indeed helpful, and, per se, affords ample justification for our endeavours. However, we are not in the position where we have good wishes as our only recompense. Here is one of the few times where a publisher has received direct results, which include: (1). Several hundreds of dollars of ready cash, (2). That which ever newspaper is eternally striving for, viz., an increased circulation. Our net increase of subscribers, as a result of the contest, amounted to nearly six hundred, which owing to several unfavourable considerations, came as a genuine surprise to us.

In consideration of the above, and, the additional facts that scarcely a complaint has reached us from subscribers, our contestants have repeatedly expressed their appreciation of the contest, and, many outstanding accounts have been settled, we have pleasure in recommending your services, Mr. Scott, to any publisher who may be desirous of placing his newspaper business in a healthier state.

Our best wishes and appreciation are yours

THE WESTERN CHRONICLE.
Editor.

Mr. John S. Scott,
Circulation Builder,
Toronto.

The Post Printing Company.

Printers and Publishers

A. E. McCready, Manager

Sackville, N. B.

Sackville, N. B. November 30, 1915.

Mr. J. S. Scott,
343 Crawford Street,
Toronto, Ont.

Dear Sir:

We have now had time to go into the results of the campaign you recently conducted for us. We find that practically all the new business secured is in Westmoreland County, where we naturally most desired to increase our circulation. Our increase of circulation within the county we find to be more than 65%.

A large amount of old business was also cleaned up - a larger amount, we may say, than we thought possible when the campaign started. We may say, too, that the volume of new business secured was much greater than we expected.

As a whole, the results of the campaign are very satisfactory. The prizes awarded were first-class; the campaign was properly managed in every respect; and contestants, their friends and the public generally, as well as ourselves, are altogether pleased. No other scheme with which we are acquainted would, in our opinion have done so well in the same length of time.

Wishing you continued success, we are

Yours truly,

POST PRINTING COMPANY,
Manager.

I Take All The Risk of a Campaign. You Are Sure of a Net Gain.

If you really want to increase the circulation of your paper, and add to your bank account immediately, write me—now, giving me as much information as you can about your paper and its field, and mail me a few copies of recent issues.

JOHN S. SCOTT, Builder of Newspaper Circulations **343 Crawford St. Toronto, Canada**

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Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnscliffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

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General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.

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ESTABLISHED 1879

GOES

Line of Lithographed

BLANKS OF QUALITY AND PRINTERS' HELPS

comprises

STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1917 - CALENDAR PADS - 1917

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST.

Goes Goes

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FAIR PLAY - FAIR PRICES - FAIR PROFITS

Intertype Standardization

by which Intertypes, A, B and C are readily interchangeable has enabled us, while maintaining the same high quality in material and workmanship, to reduce the cost of manufacture of these Models. The resultant saving **will be shared with the trade** by

New INTERTYPE Prices

(IN EFFECT APRIL 1, 1916)

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$2100	$2600	$3000
Former Price $2150	Former Price $2750	Former Price $3250

(F. O. B. New York, 5% Discount for Cash)

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The Right to Manufacture is Sustained by the Courts

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WEEKLY BLACK

for better results on the weekly newspaper

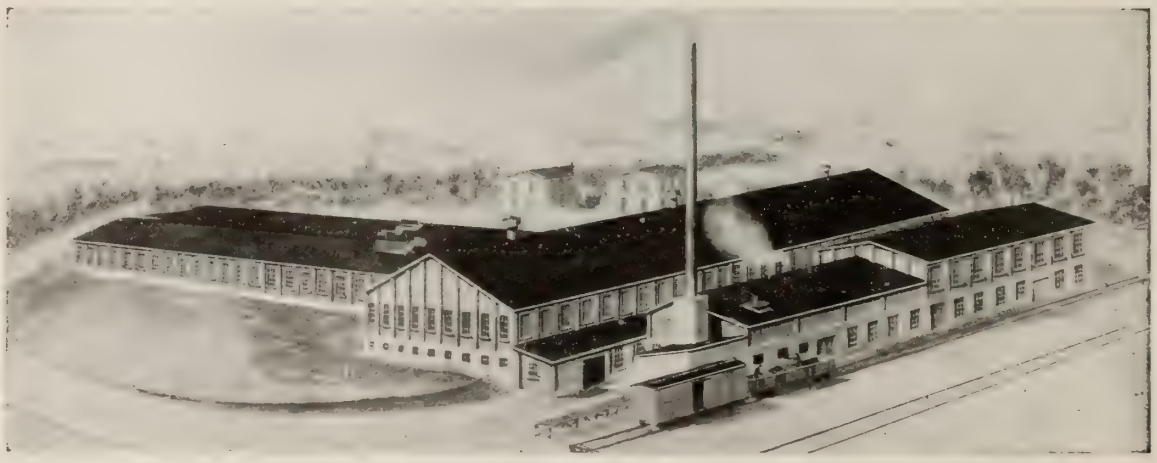
Prints Black and clean on cuts and adds 100% to the appearance of your paper.

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Now being used by scores of Canada's leading Weeklies.

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"Maple Leaf" "Beaver" "C.A." Coated

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Toronto Office: Telephone Building — Private Exchange Adelaide 1986



REBUILT MACHINERY

Quality and Price Considered

THE BEST YOUR MONEY CAN BUY

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OPTIMUS, MIEHLE, CENTURY, WHITLOCK
TWO REVOLUTION PRESSES, all sizes

Duplex Flat Bed Perfecting News Presses.

Electrotyping, Engravers' and Bookbinders' Machinery.

Let the other fellow pay for the paint and polish.
You buy the efficiency, durability and output.

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An Up-to-Date Plant

Equipped with all the Latest Appliances along with the Best Skilled Workmanship for the Production of

FINE ART WORK
HALF TONE &
ZINC ENGRAVINGS

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OF THE

Printing, Lithographing and Allied Trades

Madison Square Garden, N.Y.

Sept. 30 to Oct. 7, 1916

The very latest in printing machinery and up-to-date efficiency methods will be demonstrated and clearly explained.

Progressive printers should attend this exposition—it will be a veritable

"Idea Mine"

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Harry A Cochrane, *President* Madison Square Garden, N.Y. City

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Don't be caught napping. Get your summer rollers in time and be insured against a further increase in price.

Glue and Glycerine are seriously affected by war conditions, causing high prices and a shortage of supply.

Manton Bros. are prepared to care for your requirements.



Ship your roller cores NOW to

Manton Bros., 105 Elizabeth St., Toronto

ATTENTION!

Use Made-in-Canada Papers
Linen, Ledger and Bond Papers

SUPERFINE LINEN RECORD
EARNSCLIFFE LINEN BOND
ASTORIA BOND
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BEVERLEY BOND

BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO

THE DOOR OPENED TO PRINTERS

No More Monopoly — Share in the Profits

COUNTER SALES BOOKS AND SUPPLIES

Duplicating Check Books
Carbon Leaf and
Carbon Back
All Sizes and Kinds

INDEPENDENT BRAND TRADE MARK COUNTER SALES BOOKS

Quality the Best
Prices the Lowest
Mutual Service
and Selling Plan

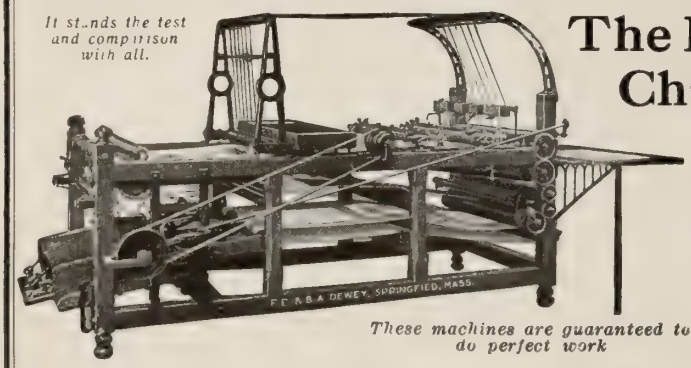
THE OPPORTUNITY OPEN AND THE WAY MADE CLEAR

JUST WRITE US TO TELL YOU HOW TO SECURE THE BUSINESS IN YOUR TERRITORY

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE TORONTO, ONT.

MENTION PRINTER AND PUBLISHER

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard
H. J. Logan and others.

Brass Rule Made to Order — *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

TORONTO AGENT:
C. W. Paull, 66 Temperance St.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER AND PUBLISHER

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

[APPLICANT FOR MEMBERSHIP IN THE AUDIT BUREAU OF CIRCULATION.]

Vol. XXV. **Toronto, May, 1916** **No. 5**

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JOHN BAYNE MACLEAN, *President* — H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* — T. B. COSTAIN, *General Managing Editor*

ESTABLISHED 1887.

PRINTER & PUBLISHER

Published on the First Wednesday of Each Month.

WM. POWELL, *Business and Advertising Manager* — JOHN C. KIRKWOOD, *Editor*
R. H. ECCLESTONE, *Eastern Manager* — E. E. ADAMS, *Associate Editor*

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year; Single Copies, 20 cents. Invariably in advance.

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CANADA—Montreal, Que., 701-702 Eastern Townships Bank Building; Toronto Ont., 143-153 University Avenue. Telephone Main 7324; Winnipeg, Man., 34 Royal Bank Building. Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 19600. Cable Address: Atabek, London, England.

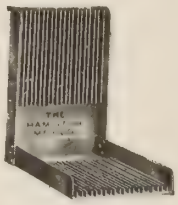
UNITED STATES—New York, T. F. Blissert, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 140 So. Dearborn St., Room 607, Chicago, Telephone Randolph 3234.

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Two Things Paramount

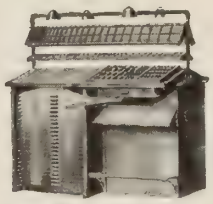
A Few Typical Pieces of Equipment



No. 941 Chase Rack (Steel)



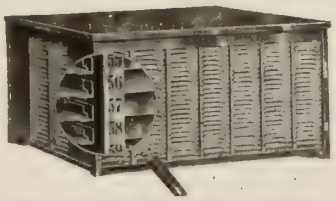
No. 636 Steel Platen Pressroom Cabinet



No. 549 Steel Adman Cabinet



No. 657 Steel Unit Galley Cabinet



No. 723 Steel Imposing Table for Galley Storage



No. 785 Steel Bindery Table with Casters

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QUALITY UTILITY

These are not meaningless words in the Hamilton organization. Nor are they "stuck" into the goods or woven into the advertising as "order catchers." They are the foundation planks of an institution that for 35 years has devoted its entire energies to this business. They are the key to Hamilton success in all countries of the world where the printing press is used.

The Hamilton Manufacturing Company

Main Office and Factories, TWO RIVERS, WIS.
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CANADIAN SELLING AGENTS:

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Stephenson, Blake & Co., Toronto.	
George M. Stewart, Montreal.	
American Type Founders Co., 175 McDermot Ave., Winnipeg.	
Miller & Richard	Toronto, 7 Jordan St. Winnipeg, 157 Princess St.
Printers Supplies, Ltd., 37 Bedford Row, Halifax, N.S.	
Anglo-Canadian Type & Printing Machinery Co., Ltd.	corner Spadina and Adelaide, Toronto, 662 Connaught Ave., Montreal

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

Printer and Publisher 25 Years Old This Month

The Story of its Birth — Its Founders and Editors —Interesting Items Taken From the First Volume

TWENTY-FIVE years ago in May, 1892, was issued the first number of PRINTER AND PUBLISHER. It is in order, therefore, to note the completion of this quarter of a century of life by taking a look backward to the infant period of PRINTER AND PUBLISHER'S career.

The womb of PRINTER AND PUBLISHER was another MacLean publication, named twenty-five years ago *Books and Notions*, since designated *Bookseller and Stationer*. In this class newspaper was a department devoted to the subject of printing and publishing. This department, in embryo, was PRINTER AND PUBLISHER, whose birth, however, was timed by a resolution of the Canadian Press Association.

Under the caption, "Why We Are Here," in the issue for May, 1892, PRINTER AND PUBLISHER says as follows:

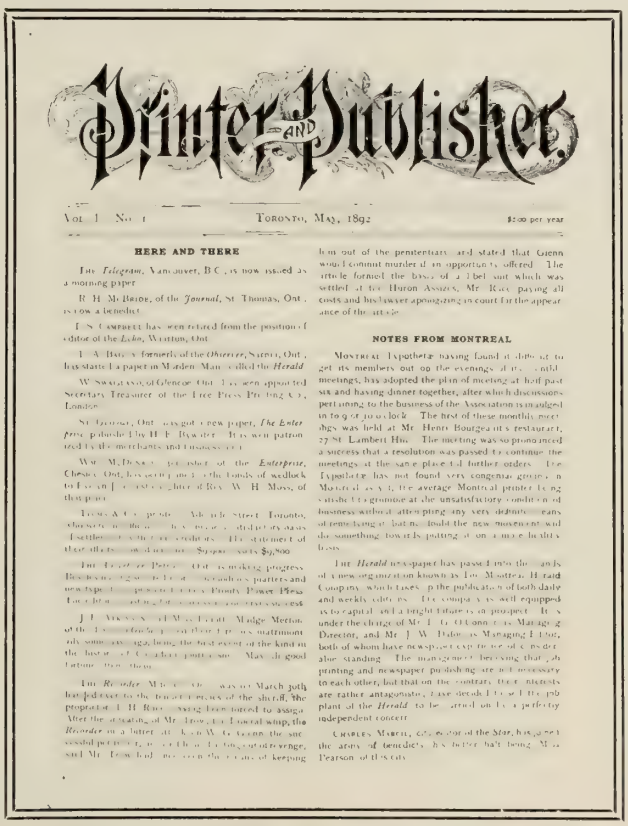
"At the recent meeting of the Canadian Press Association, the members decided that the publication of a paper devoted to printing and publishing was necessary for their welfare. Subsequently the Executive Committee at a special meeting urged by resolution the J. B. MacLean Publishing Company to establish such a paper, and pledged their hearty support and co-operation. Members of the Employing Printers' Association have also been agitating for some time in the same direction.

"These are sufficient reasons why *The Printer and Publisher* is alive.'

Yet another circumstance combined with the foregoing to produce PRINTER AND PUBLISHER at this particular time: namely, the fact that another publishing firm in Toronto hinted broadly that it was about to produce a printers' newspaper. This menace to the dissipation of a cherished dream of Hugh C. MacLean, the manager of the J. B. MacLean Publishing Company, and himself a practical printer, was provocative of immediate action, and the determination to produce a medium for printers was coincident with the resolution of the Canadian Press Association asking the MacLean Publishing Company to begin the publication of a newspaper for publishers.

So PRINTER AND PUBLISHER was conceived and born—May, 1892.

It is not the intention to survey the whole 25-year period of PRINTER AND PUBLISHER'S life. That were too heavy an undertaking for the present, and would make a record much too long for publication here and now. A survey of Canadian journalism for the past twenty-five years would, to be adequately presented, require a volume, and would involve wide, if not deep research. Rather is the intention here and now to focus the searchlight of enquiry on PRINTER AND PUBLISHER'S own pages in its first volume, and to gather from them some items and history interesting to recall "lest we forget!" Accordingly, without more ado, we offer our readers the following extracts, grouped under covering headings, from PRINTER AND PUBLISHER'S pages for 1892.



Printer and Publisher.

VOL. I. No. 1. TORONTO, MAY, 1892. $1.00 per year

HERE AND THERE

The *Telegram*, Vancouver, B.C., is now issued as a morning paper.

R. H. McBride, of the *Journal*, St. Thomas, Ont., is now a bachelor.

D. S. Garrett has been retired from the position of editor of the *Lake*, Wiarton, Ont.

J. A. Barry, formerly of the *Observer*, Sarnia, Ont., has started a paper in Morden, Man., called the *Herald*.

W. Sweatman, of Glencoe, Ont., has been appointed Secretary-Treasurer of the Free Press Printing Co., London.

St. Thomas, Ont., has got a new paper, *The Enterprise*, published by H. E. Bywater. It is well patronized by the merchants and business men.

Wm. M. Dyke, publisher of the *Enterprise*, Chesley, Ont., has severed the bonds of wedlock to Lucy, daughter of Rev. W. H. Moss, of that place.

Thomas A. Crapper, of Yorkville, Ont., has been elected Mayor of that village by a majority of 35 over his opponent, Mr. Hall. The vote polled was the largest ever polled in the village.

The Brockville Printing Co. is making progress. Business is rapidly increasing, partners and newspaper are prospering, Priority Power Press has been running for some time and is a success.

J. J. Anderson, of Meaford, and Madge Merton, of the Toronto *Globe*, joined their fortunes matrimonially some days ago, being the first event of the kind in the history of Canadian journalism. May it do good labour there.

The *Reporter*, Milton, Ont., was on March 30th handed over to the bailiff of the sheriff, the proprietor, J. H. Rae, having been forced to assign. After the assassination of Mr. Drew, the Liberal whip, the *Reporter* in a letter to Mr. Wm. O. Gordon, the successful opponent, says: "Let the dead bury the dead, and Mr. Drew had no more right to the seat of keeping him out of the penitentiary," and stated that Glenn would commit murder if an opportunity offered. The article formed the basis of a libel suit which was settled at the Huron Assizes, Mr. Rae paying all costs and his lawyer apologizing in court for the appearance of the article.

NOTES FROM MONTREAL

MONTREAL typothetæ having found it impossible to get its members out on the evenings of the usual meetings, has adopted the plan of meeting at half past six and having dinner together, after which discussions pertaining to the business of the Association is engaged in to 9 or 10 o'clock. The first of these monthly meetings was held at Mr. Henri Bourgeau's restaurant, 27 St. Lambert Hill. The meeting was so pronounced a success that a resolution was passed to continue the meetings at the same place, and further orders. The Typothetæ has not found very congenial grounds in Montreal as yet, the average Montreal printer being entirely too ignorant of the unsatisfactory condition of business without attempting any very definite means of remedying it, but no doubt the new movement will do something towards putting it on a more business basis.

The *Herald* newspaper has passed into the hands of a new organization known as The Montreal Herald Company, which takes up the publication of both daily and weekly editions. The company is well equipped as to capital and a bright future is in prospect. It is under the charge of Mr. J. G. O'Donoghue as Manager Director, and Mr. J. W. Dafoe as Managing Editor, both of whom have newspaper experience of a creditable standing. The management believing that job printing and newspaper publishing are not necessary to each other, but that on the contrary their interests are rather antagonistic, have decided to sell the job plant of the *Herald* to be carried on by a perfectly independent concern.

CHARLES MARCIL, editor of the *Star*, has gone to the arms of Gendelet, his better half being Miss Pearson of U.S. city.

Page 1 of volume 1 of *Printer and Publisher*, born into this world of trouble and service 25 years ago —May, 1892.

THE WORLD OF MEN

J. E. Atkinson and Miss Elliott (Madge Merton), of the Toronto *Globe*, joined their fortunes matrimonially some days ago, being the first event of its kind in the history of Canadian journalism.

The press of Canada can boast of many champions who have suffered imprisonment; and within the past few weeks two of her followers, James M. and Robert Kennedy, publishers of *The Columbian*, New Westminster, B.C., have been suffering martyrdom at the instance of the Legislature of that Province.

Hugh Graham, proprietor of the Montreal *Star*, was married recently to Miss Annie Beekman, of Hamilton, Ont. The ceremony took place in New York.

William Allan Shepard is president of the United Typothetae of America, and head of the Mail Job Printing Co., of Toronto.

P. D. Ross, who established the Ottawa *Journal* was sporting editor of the Toronto *Mail,* and chief editor of the Montreal *Star.*

J. E. Atkinson represents the Toronto *Globe* in the Press Gallery, Ottawa.

Gordon Mowat, familiarly known as Moses Oates, is about to float a new periodical to be known as *The Lake Magazine.*

William B. Prescott was elected president of the International Typographical Union.

John A. Ewan has been appointed chief editorial writer of the Toronto *Globe,* succeeding Edward Farrar.

Arthur Wallis, chief editor of the Toronto *Mail,* and one of the best posted editorial writers in Canada, began at the case, as did John R. Robinson, of the Toronto *Telegram.* Mr. Smith, of the Toronto *Evening News,* and Joe Clark, of *Saturday Night.*

F. A. Ackland, city editor of the Toronto *Globe,* left for a three months' holiday in England.

J. W. Bengough, the well-known cartoonist of *Grip,* has resigned his position on that journal.

W. F. MacLean, M.P., of the Toronto *World,* has been served with a libel suit instituted by M. C. Cameron, ex-M.P. of West Huron.

J. W. Bengough, founder of *Grip,* is to become the cartoonist of the Montreal *Star.*

Jas. R. Allan, of the advertising department of the Hamilton *Spectator,* was married on August 17.

J. A. Garvin, of the Toronto *News* staff, has accepted an engagement with the Montreal *Herald.*

H. E. Smallpiece, business manager of the Toronto *World,* has resigned.

W. T. R. Preston, who at one time owned the Port Hope *News,* has been appointed Librarian of the Ontario Parliamentary Library.

Chas. Annaud, proprietor of the Halifax *Chronicle,* died in London, Eng.

Nicholas Flood Davin, M.P., has sold out the Regina *Leader* to J. J. Young, his editor.

Charles Marcil, city editor of the Montreal *Star,* has joined the army of benedicts.

H. P. Moore, editor of the Acton *Free Press,* and President of the Canadian Press Association, was elected Journal Secretary—the first layman to occupy the position—of the Methodist Conference in Guelph.



COL. J. B. MACLEAN

President of The MacLean Publishing Company, who with his brother Hugh C. MacLean established *Printer and Publisher* in 1892.

Among the contributors to the first number of the *Lake Magazine* are A. Castell Hopkins, John A. Ewan, Arthur F. Wallis, Jos. T. Clark and Thos. A. Gregg.

THE WORLD OF PRINTING

The Childs-Drexel Home, for Union Printers, at Colorado Springs, was formally opened on May 12.

The Barber-Ellis Company and the British American Bank Note Company have bought the stock, plant and good-will of the Burland Lithographing Company.

The Toronto Employing Printers' Association entertained the delegates to the Annual Convention of the United Typothetae of America held in Toronto, August 15-25. The president of the Association, C. Blackett Robinson, publisher of Canada's most literary journal, *The Week;* A. F. Rutter, vice-president, James Murray, W. A. Shepard (President U.T.A.), Daniel A. Rose, H. Bruce Brough, C. W. Taylor and James Dudley were assiduous in the work of arranging for the convention. A souvenir badge and a souvenir booklet surpassed all expectations. Among the delegates present were two ex-presidents, Theodore L. DeVinne and T. H. Rockwell. Prominent speakers were E. Waddey, Richmond, Va., Chas. Buss, Cincinnati, H. G. Bishop, New York, R. R. Donnelley, Chicago, Stewart Scott, St. Louis, C. W. Bunting, Toronto, Prof. Goldwin Smith, of Toronto, Theo. L. DeVinne, Alex. Pirie, Dundas, President of the Canadian Press Association: Hon. C. R. Pope, the American Consul resident in Toronto: W. H. Woodward, St. Louis; George W. Ross, Toronto, and John R. Barber, Toronto.

The officers of the London Employing Printers' Association are: John Cameron, of the *Advertiser;* Thomas Coffy, R. Southam and A. Talbot.

A photographic process for printing in colors, by means of which exact colored copies of living objects, oil paintings, water color paintings and other colored original objects can be produced, has been invented.

The Evening Telegram, Toronto, is again a Union office. Several years ago, J. Ross Robertson, proprietor of this paper, had a dispute with his compositors, which ended in the office being declared unfair. The recent deal was consummated by Mr. Robertson giving his personal cheque for the initiation fee of all his comps., a sum ranging in the vicinity of $150. This move by the

Telegram is affecting the *News*, and is not too keenly appreciated by the *Star*.

Most of the printers and publishers of Canada are very much pleased to know that Sir John Thompson is Premier. He has always stood manfully by the rights of printers and publishers in the matter of the Copyright Law.

Chas. M. Ramsay, late of the Canada Paper Company, has gone from Montreal to Toronto to enter into business on his own account with Fred Ritchie, formerly of the same company, in the manufacturing and finishing of special papers.

Montreal Typothetae having found it difficult to get its members out on the evenings of its monthly meetings, has adopted the plan of meeting at half-past six and having dinner together, after which discussions pertaining to the business of this Association are indulged in to 9 or 10 o'clock.

THE WORLD OF PUBLISHING

The *Telegram*, Vancouver, is now issued as a morning paper.

The *Herald* newspaper has passed into the hands of a new organization, known as the Montreal Herald Company. It is under the charge of E. G. O'Connor as managing director, and J. W. Dafoe as managing editor.

Hamilton is a nice little city, but it should have a morning newspaper. London has two, but Hamilton lags in the race.

They issue Sunday newspapers in Vancouver.

Toronto has now three exclusively evening papers, the *Star* being the latest addition. It was started presumably by the compositors who left the *Evening News*, and is edited by a former editor of the *News*, T. A. Gregg. The manager of the *Star* is H. C. Hocken, formerly foreman of the *News*.

The last issue of the Victoria, B.C., *Daily News* has appeared. The stockholders in the paper have reached some sort of an agreement with the *Colonist* people for a consolidation.

The *Standard*, Pictou, N.S., has just entered upon its 35th year. It was founded by the Hon. S. H. Holmes, ex-President of Nova Scotia.

The Montreal *Star* is advertising a new almanac.

The Montreal *Gazette* is getting out an almanac this year.

The Montreal *Herald's* "Montreal Edition" of over fifty pages, met with the success which it deserved.

The Thamesville, Ont., *Herald* says: "Our experience, and it extends over 25 years, is that no local paper can be published at less than $1 a year, whose circulation is less than 1,000."

Both *Advertiser* and *Free Press*, London's dailies, suspended operations last Saturday and took their annual outing.

The Model Country Weekly, typographically, is the Acton *Free Press*, published by H. P. Moore.

The Hamilton *Herald* began its fourth year on August 2.

The Stratford *Times* has ceased to exist, having sold out to the publishers of the Stratford *Herald*. About five-and-a-half years ago there were five newspapers published in Stratford.

The Hamilton *Times* has at last adopted the 8-page make-up and is printed on a Web press.

The British Columbia Commonwealth, a weekly paper, has been started in New Westminster.

The Clinton *New Era* has started a relief fund for the famishing Russians.

The Montreal *Gazette* reached the 114th anniversary of its birth on the 3rd of June. The *Gazette* was founded in 1778.

The Eighth Annual Convention of the National Editorial Association was held in San Francisco, May 23-26. P. D. Ross, of the *Evening Journal*, Ottawa, was the delegate from the Canadian Press Association.

The Ottawa *Free Press* is now issued in a new dress and a new form. It will hereafter appear as an 8-page paper, printed from stereotyped plates upon a fast Goss perfecting press.

The Charlottetown *Patriot* has been enlarged a column and a page.

The Lindsay *Post* changed hands on July 1, having been purchased by Wilson Bros.' Co., of Toronto and Port Hope. George H. Wilson will be the manager.

The firm of Pattullo & Co., publishers and proprietors of the Woodstock *Sentinel-Review*, has been dissolved, Mr. Laidlaw retiring from the business.

INTRODUCING TYPE-SETTING MACHINES INTO CANADA

For some time type-setting machines have been in use in the three large newspaper offices in Toronto, and the work done by them is being carefully recorded and the expenses noted, in order to furnish information as to their success or non-success. There are two kinds of machines in use, namely: the Rogers' Typograph and the Mergenthaler Linotype. At present there are over ten Rogers machines in use in the city, distributed as follows: *Globe*, three; *Mail*, three; *Empire*, three; and the J. B. MacLean Company, one. The *Globe* office has also six linotypes in constant use, but statistics concerning their work are not forthcoming at present. In the *Empire* office, three workers are employed, one being an expert, and for the week ending July 30, the results were as follows:

Dixon .... 46 hours.....Set 102,100 ems
Seymour .... 45 hours.....Set 66,500 ems
Harper .... 45 hours.....Set 79,800 ems

For the same week the results in the *Globe* office on the two Rogers machines, with one learner and one expert were:

Duncan .... 50 hours.....Set 106,700 ems
Kennedy .. .... 42 hours.....Set 78,800 ems

The machine in the J. B. MacLean Company's office in that week was operated by a learner in his third week of practice, and 51,000 ems were set.

The wages of these men run from $11 to $14 per week, working seven or eight hours a day.

Great trouble is being experienced in both the United States and Canada in fixing a scale of payment for men working on the type-setting machines: The rate which the employers desire is from 12½ cents to 14 cents per 1,000 ems. The men claim that they cannot make wages at this. What the men desire is a time payment: $16.50 for night work of 48 hours per week; $14 for day work of 54 hours per week; and $12 a week for learners during their six weeks of learning.

What the compositors recently employed in the Toronto *Evening News* office term a "lock-out," and the proprietors designate a "strike," is now in progress. The primary cause of the trouble was the introduction of the Rogers Typograph, but the real cause was the piece scale submitted to the compositors.

The Hamilton *Spectator* has ordered four Mergenthalers. Mr. Southam will be satisfied if the operators average 3,000 ems per hour.

THE WORLD OF ADVERTISING

Curiosity leads one to enquire concerning the advertisers in PRINTER AND PUBLISHER twenty-five years ago. In scanning the advertising pages of Volume I, one is struck first of all with the old-style typography and old type-faces. No better evidence of the great advance in sensible composition can be presented than a comparison of the advertisements in PRINTER AND PUBLISHER to-day and those of a quarter of a century ago.

But here and now it is the advertisers in Volume I more than the advertisements which it is desired to recall. They are:

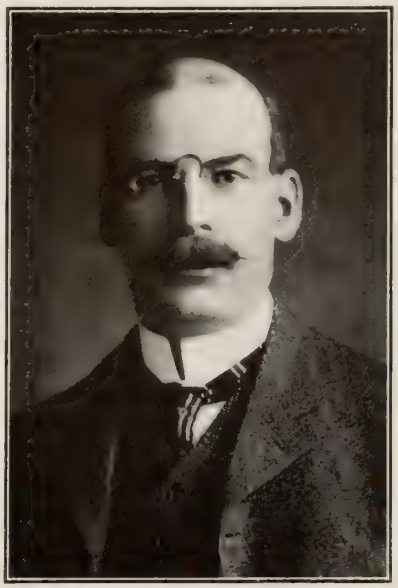
The Babcock Printing Press Co., New London, Conn.; Canada Paper Company, Toronto; The J. L. Morrison Company, Toronto; Grip Printing and Publishing Co., Toronto; Dexter Folder Co., Fulton, N.Y.; Apted Bros., Printers, Toronto; Montreal Paper Mills Co., Montreal; Elliott Illustrating Co., Toronto; The E. B. Eddy Co., Hull; Canada Printing Ink Co., Toronto; Toronto Engraving Co., Toronto; Central Press Agency, Toronto; Warwick & Sons, Toronto; C. B. Cottrell & Sons, New York; Palmer & Rey, San Francisco; C. Potter, Jr., & Co., New York; Geo. J. Gebhardt, Montreal; Desbarats Co., Engravers, Montreal; Union Type Foundry, Chicago; Moore & Alexander, Engravers, Toronto; Van Allens & Broughton, New York; Toronto Lithographing Co., Toronto; H. C. Stovel Co., Printers' Supply Depot and Ready Prints, Winnipeg; Brown & Carver Paper Cutting Machines, The Ault & Wiborg Co., Cincinnati; W. J. Gage & Co., Toronto; Schriedewend & Lee Co., Chicago; E. Wesel Manufacturing Co., New York; Inkoleum; Miller & Richard, Toronto; Marder, Luse Co., Chicago; G. W. Partridge & Co., Electrotypers, London, Eng; Allan Forman, Publisher, New York; Geo. St. Sanborn & Sons, New York; The *Weekly Journalist*, Boston; Buntin, Reid & Co., Toronto; Brown Bros., Toronto; Westman & Baker, Toronto.

Doubtless these names will bring back to the older generation of printers and publishers, advertisers long forgotten, some of whom in the passage of time have been swallowed up by larger firms, and some of whom went down to defeat and inglorious extinction.

PRINTER AND PUBLISHER was from the first issue an interesting and valuable newspaper. In the beginning it was a 16-page publication, not counting the cover. It reached its maximum size in 1912-1913—the years immediately preceding the period of trade depression and world-wide war.

To-day PRINTER AND PUBLISHER is an incomparably better class paper than it was during the days of its infancy. It is filling out its purposes better; is much more attractively produced; is enriched with numerous illustrations; has an associate editor who is a typographical specialist and

The Managers and Editors of Printer and Publisher in Its Bygone Years



MAJOR HUGH C. MACLEAN

Manager of *Printer and Publisher* in the days of its beginning, and with his brother, J. B. MacLean, its originator. Major MacLean is now President of the Toronto publishing firm bearing his own name.



LIEUT.-COL. JOHN A. COOPER

First Editor of *Printer and Publisher* (1892-95). Later editor of *The Canadian Magazine*. Founder and Editor of *The Canadian Courier*. Now officer commanding the 198th Battalion. Headquarters, Toronto.



ARTHUR H. U. COLQUHOUN, LL.D.,

Editor of *Printer and Publisher*, 1895-1902. Is now Deputy Minister of Education for the Province of Ontario. Is a past president of the Canadian Press Association. Has had a distinguished journalistic career.



W. ARNOT CRAICK,

Editor of *Printer and Publisher*, 1902-1909. A former editor of *MacLean's Magazine*. Now on the editorial staff of the *Financial Post of Canada*.



JOHN M. IMRIE

Editor of *Printer and Publisher*, 1909-1913. Now Manager of the Canadian Press Association. Founder of the printing business now owned by Rous & Mann, Toronto.



A. R. ALLOWAY

Editor of *Printer and Publisher* 1913-1915. Now Assistant Manager The Canadian Press Association. Mr. Alloway is a practical printer with a newspaper experience.

examples of whose work are provided each month in the form of a special insert, and whose Review of Specimens Department is made valuable and helpful by comment and photographic reproductions of superior work submitted for review by compositors from both Canada and the United States.

Suggestions of downright practical value to printers and publishers, especially in the direction of selling their product and white space, are provided in goodly measure. One department that always commends itself to readers is "News Items—Mainly Personal." Here every month are assembled, grouped according to provinces, hundreds of personal items relating to men and events in the realm of printing and publishing.

THE EDITORS OF PRINTER AND PUBLISHER

The editors of PRINTER AND PUBLISHER have not been many considering the spirit of unrest that is so charac-

teristic of journalists. The first editor was John A. Cooper, now Lieut.-Colonel Cooper, and Officer Commanding the 198th Battalion, known as "The Buffs," soon to leave for overseas. Colonel Cooper was graduated from Toronto University in 1891, and straightway found employment as an editor with the MacLean Publishing Company. He was editor of PRINTER AND PUBLISHER during 1892-1895. Leaving, he became editor of the *Canadian Magazine*, eventually leaving this publication to found and edit the *Canadian Courier*, with which publication he was actively identified until a few months ago, when he was made Colonel Craick was editor during the years 1902-1909. Ever since he has been more or less intimately identified with the MacLean Publishing Company, being for a time editor of *MacLean's Magazine;* and is now on the editorial staff of the *Financial Post.* His contributions to periodical literature appear in the press of Canada, the United States and Great Britain.

Then came John Imrie, who was both editor and business manager during the years 1909-1913. Mr. Imrie brought to PRINTER AND PUBLISHER a new strength, for he had been a printer at the case, and a very successful employing printer. He established the printing business in Toronto known as



PRESENT HOME OF *PRINTER AND PUBLISHER*, ON UNIVERSITY AVE., TORONTO.

From this building are issued 14 weekly and monthly publications. The average daily output is the equivalent of a 112-page magazine. The structure on the right is now the mechanical department of the MacLean Publishing Company. The building to the left is where the editorial and executive departments are housed. The MacLean Publishing Company is the largest organization of its kind in the British Empire.

and Officer Commanding of his battalion. Colonel Cooper is a past president of the Canadian Press Association and was the first president of the Canadian Club of Toronto.

PRINTER AND PUBLISHER'S second editor was Arthur H. U. Colquhoun, a McGill graduate of the class of 1885. He was editor from 1895 to 1902. Prior to his coming to PRINTER AND PUBLISHER, Mr. Colquhoun had a very sound editorial training on the Montreal *Star* (1882-1886), the Ottawa *Journal* (1886-1888) and the Toronto *Empire* (1886-1895). From PRINTER AND PUBLISHER he went to the Toronto *Mail and Empire*, and was with this paper until his appointment as Deputy Minister of Education for the Province of Ontario in 1906, which position of honor and high duty he continues to hold. In 1906 Mr. Colquhoun received the honorary degree of LL.D. from Toronto University. Dr. Colquhoun is a past president of the Canadian Club of Toronto and of the Canadian Press Association.

PRINTER AND PUBLISHER'S next editor was W. A. Craick, a graduate of Toronto University, class of 1902, and who has followed the profession of journalism ever since. Mr. the Imrie Printing Company, which was subsequently purchased by Messrs. Rous and Mann—this when Mr. Imrie's health had broken down so completely as to cause him and his friends great anxiety. Mr. Imrie is a glutton for work and acted as secretary of the Canadian Press Association simultaneously with his PRINTER AND PUBLISHER connection. Three years ago he was appointed manager of the Canadian Press Association, and to the work of this body he then gave his full time. This position he still holds, although for the last year he has had a semi-leave of absence occasioned by another breakdown of his health; which misfortune is about at an end, however, and Mr. Imrie expects to go back to his work in September soundly restored to health and strength.

A. R. Alloway became Mr. Imrie's successor. Like Mr. Imrie, he is a practical printer, with an extensive experience for a young man in both job and newspaper offices, gained in both Eastern and Western Canada. Mr. Alloway brought knowledge, enthusiasm, sympathy and ability to his editorial work, which prepared him very happily for his present em-

ployment, assistant manager of the Canadian Press Association, an appointment made about a year ago.

PRINTER AND PUBLISHER'S present editor is John C. Kirkwood, whose training and experience have been gained chiefly in the world of advertising. For six years Mr. Kirkwood was on the staff of the London *Daily Mail*, Lord Northcliffe's famous paper. He returned to Canada in 1911 to take charge of the newly-opened Canadian office of the J. Walter Thompson Advertising Agency of New York, and left this company three years ago to enter business on his own account as special writer and advertising counsel. His inclinations and alliances led him to seek the editorship of PRINTER AND PUBLISHER on Mr. Alloway's going to the Canadian Press Association.

The business manager of PRINTER AND PUBLISHER is William Powell—"Old Bill," as he is known to his brethren of the press, and "Six Point Bill," as he is known to readers of PRINTER AND PUBLISHER in his department, "Pointed and Pointless." Mr. Powell is known far and wide among Typographical members in both Canada and the United States. Immediately prior to his coming to PRINTER AND PUBLISHER last December, he was publisher of the Aylmer (Ont.) *Reformer*.

THE MACLEAN PUBLISHING COMPANY

When PRINTER AND PUBLISHER was born twenty-five years ago, it was into a family of four class papers:

Books and Notions (*now Bookseller and Stationer*) (1884).
The Canadian Grocer (1886).
Hardware and Metal (1889).
The Dry Goods Review (1889).

The family home then was at 10 Front street east, Toronto. New additions to the MacLean group of publications since 1892 have been:

MacLean's Magazine (1896).
Men's Wear Review (1898).
Canadian Machinery (1905).
The Power House (1907).
The Sanitary Engineer (1907).
The Financial Post (1907).
Canadian Foundryman (1909).
Marine Engineering of Canada (1910).
The Farmer's Magazine (1910).

In 1910 a new MacLean home was occupied—on University Avenue—a home built specially for the needs of the business, but in less than two years this supposedly commodious building proved altogether too small, and a new structure had to be erected—this in 1914. It is connected with the earlier building, which is now barely sufficient for the mechanical, binding and mailing departments. In the new building are the executive and editorial departments. It is spacious and admirably adapted to its designated uses.

In conclusion it may be stated that the MacLean Publishing Company is easily the largest producer of business, technical and class papers in the British Empire, and ranks with the very largest concerns in the same field of publishing in the United States. Its combined daily product is the equivalent of a 112-page magazine, page size 9 x 12 inches.

The Company has branch offices with resident managers and staffs in Montreal, Winnipeg, New York, Chicago, Boston, and London, England.

Thus it will be seen that PRINTER AND PUBLISHER is a member of no mean or obscure family; but on the contrary, is a senior son in a family of great distinction—the distinction which accompany great public service, and is charged with an honored work—that of conserving and advancing the noblest of all arts—the Art Preservative.

Toronto Telegram Forty Years Old

THE Toronto *Evening Telegram* was first published forty years ago on April 18. In all that time The *Telegram* and its proprietor, Mr. J. Ross Robertson, have stood firmly for what was believed to be the public interest. The *Telegram* is occasionally too vociferous and too sure that it is all right and the other fellow all wrong, but when so many communities are afflicted with cowardly, dishonest, and morally unclean papers, Toronto may well be thankful for the high standard of public duty set by Mr. John Ross Robertson forty years ago and consistently maintained ever since.—Toronto *Globe*.

Le Temps Newspaper Revived

LE TEMPS newspaper will be revived after having suspended publication for nearly two months. It is understood it will reappear and will be a Liberal organ.

Since they suspended publication the owners had been considering going into liquidation and disposing of the plant by auction sale, but finally a syndicate of Liberal interests from Montreal and Ottawa made an offer which was considered fair, and it is understood accepted. The new proprietors, it is said, intend to resume publishing immediately as soon as the plant is in working shape again. In its twenty-two years of life *Le Temps* has been Liberal except for the last two years, when it turned to independent with a pronounced leaning towards the Conservative party.

War, Patriotism and Free Space

THE leading editorial article in *Printers' Ink* of April 27 is entitled, "War, Patriotism, and Free Space," and incorporates a letter from Chas. F. Roland, president of the Winnipeg *Free Press* dealing with the way the problem of patriotic publicity was handled in Winnipeg, Toronto and elsewhere. The gist of the article is to commend the idea of paid-for space for patriotic appeals, the contention being that newspaper space is a commodity, and not to be donated free any more than dry goods. If publishers are disposed to contribute to patriotic funds, they should do so just as others contribute—by direct contribution, but not in the form of free space.

New York Phone Directory

THE new telephone directory is the result of more than 4,000 experiments. After several years of study and careful planning a book has been produced which contains 35,000 more names than last fall's directory, but which contains 150 fewer pages.

The principal departure in the new edition is the addition of a column of type to each page, four instead of three columns now being listed. To prevent the directory from becoming too bulky, Dr. J. W. Baird, director of the psychological laboratory at Clark University, Worcester, Mass., an expert on the psychology of optics and printing, was consulted.

Dr. Baird chose thirty-two men and women who differed in age, sight, education and station in life, to determine the speed with which a number could be found in the telephone directory. Stopwatches showed that the average length of time to find a number in the old, three-column paged book was 10.35 seconds, whereas in a four-column book it could be located in an average time of 9.28 seconds.

Annual Meeting of Canadian Press Association

Meets in Toronto June 1 and 2—Excursion to Fort William and Port Arthur—The Place of Meeting and Features of Programme

ON THURSDAY and Friday, June 1 and 2, in Toronto will be held this year's annual meeting of the Canadian Press Association. The sessions will take place in the Central Technical School, newly opened last September, and one of the finest institutions of its kind anywhere.

On the Saturday following the close of the Convention an excursion to Fort William and Port Arthur and back by a C. P. R. steamer will be provided for those who choose to go on it. This outing will last five days, the return to Toronto being scheduled for the following Thursday.

PROGRAMME OUTLINE

At this writing it is impossible to give any very definite details relating to the programme for the general and sectional sessions—this since no programme has so far been announced. But in a general way some particulars can be given.

The evening session of Thursday will be an editors' gathering. This promises to be an exceptionally valuable and interesting session.

The sectional sessions will take up the greater part of the convention, eight hours in all being allotted to these assemblies, as against four and a half hours of general sessions.

The problem of higher subscription rates for both dailies and weeklies will receive large attention.

Instead of set addresses the plan is to propose a number of questions, letting these question provoke general discussion. This method has been the custom for many years at the American Newspaper Publishers' Association meetings. The proposed questions will be sent members in printed form in good time before the annual meeting, so that all those taking part will have ample opportunity to prepare themselves for intelligent and well-informed participation.

Circulation problems will be dealt with at length: circulation audits; development of circulation along rural free delivery routes; the effect that expanding daily circulations are having on the circulation of weeklies; the wisdom of refraining from big circulation efforts at this particular time of paper shortage and high paper prices; the problem of renewals.

The Trade and Class Section is arranging a meaty programme, in which the peculiar problems of the business and technical press, the farm press, the religious press, and the magazines, will be discussed.

The weekly newspaper sessions promise to be exceptionally interesting and profitable.

Efforts are being made to secure at least one American publisher of distinction to take part in the proceedings.

THE PLACE OF MEETING

With reference to the Central Technical School, an illustration of which is shown herewith, it will interest visiting publishers to know that opportunity for inspecting this magnificent educational institution will be afforded. To see this school in all its plentitude of rooms, work, equipment and achievements is sufficient reward for the cost and time required to make a visit to Toronto. Only enthusiasm and delight—and longing for one's school days to return to him—are the fruitage of a journey through this great structure.



The Central Technical School, Toronto, in which the sessions of this year's annual meeting of the Canadian Press Association will be held.

The weekly men will have given them demonstrations of packing a cylinder press and other practical lessons, in the printing department of the School—under the direction of the chief instructor, Walter H. Handley.

The School is distant from the down-town district of Toronto only 15 minutes, and is reached by street car. Arrangements will be made for providing luncheon in the building.

THE EXCURSION

The capacity of the steamer which will carry the excursionists is 250, and the indications are that this number of members and their wives will take advantage of this opportunity to see Fort William and Port Arthur, the great wheat depots, and twin cities which are destined to occupy a very large place among Canada's strategically situated commercial cities.

Local civic bodies in these two cities are planning to do themselves proud in the matter of entertainment.

On the return journey a stop of five and a half hours will be made at the Canadian Soo, and visits will be made to the steel mills and paper mills there.

A large Western delegation is expected, and they will accompany on the return journey the Eastern excursion party from Port McNichol to Fort William.

All members of the Canadian Press Association will receive in due course full particulars of the Annual Meeting and the excursion arrangements.

PRINTER AND PUBLISHER urges its publisher readers to make every effort possible to attend this important convention. Only good comes from mingling with one's brethren in sympathetic purpose. Cobwebs get brushed away by an excursion away from home, and wisdom and knowledge are the rewards of assembly.

The Association of Canadian Advertisers

MANY publishers in Canada have received correspondence from the Association of Canadian Advertisers, signed by the chairman, W. M. Mackay, who is advertising manager of Lever Bros., setting forth the objects of the Association, and to remove, it may be, misunderstandings regarding the A. C. A.'s purposes.

The thing that has vexed the soul of many publishers is the requirements of the Association in regard to statements of circulation. These requirements are stated as follows:

> (1) That publications which are members of the Audit Bureau of Circulation furnish the Association regularly with sufficient copies of their reports as issued by that Bureau, promptly as issued, so that one may be furnished to each of our members in connection with our regular Bulletin service.
>
> (2) That publications which are not members of the A.B.C. shall furnish a complete report of their circulation in the detail and form called for by special forms which the Association provides for that purpose—these reports to be returned to the Association as promptly as possible at the end of half-yearly periods.

All correspondence of interest or importance from and with publishers is reported to all members, who constitute a very large proportion of the largest space-buyers in Canada. The failure to comply with the Association's request for circulation statements made out on their forms or the forms of the A.B.C. has a prejudicial effect when lists of media are being made up.

Printers' Errors

Most editors try to eliminate errors as far as possible, but none succeeds fully in doing so. One paper estimates that in a sentence of fourteen letters it is possible to make over three million errors by transposition of letters. What infinite possibilities, therefore, in a whole paper. A New York publisher once undertook to print a book absolutely free from errors. The proofs were read by eight or ten expert readers, and every line and word was subjected to close and repeated scrutiny. Yet when the book finally appeared a glaring error was found on the first page. Perhaps the only book ever issued free from errors is some editions of the Oxford Bible. When the first of these was issued the publishers offered a guinea for every error discovered by anyone and this plan soon resulted in the detection and elimination of all mistakes.

Audit Bureau of Circulation

RECENT Canadian memberships or applications for membership in the Audit Bureau of Circulations include the following publications:

The Gazette, Montreal.
Daily Telegraph, St. John.
Times-Star, St. John.
Guardian, Charlottetown.
Star Weekly, Toronto.
World, Toronto.
Record, Sherbrooke.
Nor'-West Farmer, Winnipeg.
La Presse, Montreal.
La Patrie, Montreal.
Le Canada, Montreal.
Press Press and *Prairie Farmer*, Winnipeg.
Every Woman's World, Toronto.

The expansion of the A. B. C. in Canada is quite remarkable—this in the light of the early attitude of many important publications, the Canadian Press Association and the Association of Canadian Advertisers. The numerical record to date of those actually admitted to membership is:

	Newspapers —Dailies	Weeklies	Agricultural Publications	Advertising Agents	General Advertisers	Total
British Columbia	2	..	..	..	..	2
Alberta	4	..	..	..	..	4
Saskatchewan	6	..	..	..	..	6
Manitoba	3	..	2	..	..	5
Ontario	14	2	3	3	13	35
Quebec	5	2	..	1	4	12
New Brunswick	2	..	..	..	..	2
Nova Scotia	1	1	..	..	..	2
P.E. Island	..	..	..	..	..	..
	37	5	5	4	17	68

Many Canadian publishers continue to resist the demands of advertisers and advertising agents for analyses and authentically audited circulation statements, but the pressure of competition and the love of money are working their sure results—the resistance breaks down and the desired audit is forthcoming. The attitude of "It's none of your d——d business" is wrong from first to last, but often it takes the whip of lost business to make a man change his front.

Circulation is a product made up of many factors, each of which has an estimable value, and a space-buyer cannot possibly determine the worth to him of a publication's circulation unless he knows the individual factors which give the total circulation.

The Audit Bureau of Circulations, whatever may be its shortcomings or future, has done and is doing a work of real value to publishers, and those prompt to admit this are those whose circulations have been audited by this organization.

PRINTER AND PUBLISHER commends to its publisher readers the movement which compels them to know and improve what they are selling to buyers of their white space.

Why the Price of Paper Has Gone a-Soaring

What the War Has Done—Why Prices Latterly Have Been Great and Frequent—Paper Shortage is World-wide—Situation in Canada—Outlook and Our Common Duty

By G. B. VANBLARICOM

In the article which follows, Mr. VanBlaricom tells lucidly just why paper prices have been advancing so sensationally and frequently during the last few months, and why these advances did not come earlier.

PERHAPS some consumers and purchasers of paper are still wondering why prices are constantly ascending, and are at a loss to understand the reason of the advances being frequent and inevitable. There are many contributing causes, any one of which might be responsible for the producer getting more money for his product.

At the beginning of the war, advances on paper-making materials began to be felt. The manufacturer took care of all increases for a time and the consumer, although frequently advised, did not become alarmed and allowed his stock to be steadily depleted, refusing to take conditions seriously. Gradually the gravity of the situation became apparent and he became "panicky," ordering for immediate delivery quantities which formerly would have supplied him for six months. Wholesalers and printers could not understand why mills were unable to furnish this unusually large quantity on short period delivery. Each purchaser appeared to think he was the only one who desired supplies.

Now, the paper manufacturer could not increase the product of his plant, as previous to this unusual demand, he was running fairly well up to normal, and to install additional machines would take from one to two years' time. Even if he were favorably inclined to install a further machine, it might be quite difficult to raise from half a million to a million dollars in war times, and if installed, it would not give relief for at least one year.



G. B. VANBLARICOM,

Author of the accompanying illuminating article on the present paper situation. Mr. VanBlaricom has delved into this subject deeper than have the average publisher and printer, for whose information this article is written. Mr. VanBlaricom is with the Acton Publishing Company, Toronto, as editor.

THE FACTORS THAT ENTER INTO PRICE CALCULATIONS

The question arises in the mind of the buyer: Does the increased price cover only the increased cost, or are the manufacturers taking advantage of the shortage? After a careful study of the present market on raw materials that enter into the manufacture of paper, we are inclined to think that the increased cost of paper in Canada to-day does not cover the increased cost to produce. The embargo on foreign supplies cut off the Canadian mills from stock which they obtained formerly from Great Britain; and pulps from Norway and Sweden. Domestic pulps, which can be exported free of duty into almost any market, were greatly sold up at very high prices, and the Canadian mill had to pay for Canadian pulp top prices. For any supplies he could obtain in the American market, he was compelled to pay the highest price there, plus the duty into Canada. On top of this has come the scarcity of labor, both skilled and unskilled, for the various plants have contributed large numbers of men to fight the battles of King and country.

Wages have also increased. The added cost to-day for the covering of a paper machine, owing to the scarcity of supplies, most of which are used in the manufacture of munitions of war, is surprising. Felts have gone up from $1 to $2.25 per lb., wires from 28c to 41c, and repairs and parts from 100 to 200 per cent. If one should take the pains to look up the New York market reports of last year on soda ash, bleach, alum, casein, China clay, and compare them with the market reports of to-day, it would not be difficult to locate the trouble. Aniline colors are, of course, practically unobtainable. So far no suitable dyestuff has been produced in America to take their places and fabulous figures have been paid for colors whenever they could be obtained. Some colors have sold as high as $30 and $40 per pound, while previous to the war any desired quantity could be obtained for from 25c to $1. Bleach has been sold as high as $14 per hundred pounds, alum from 4½c to 5c. where it was formerly 1c per pound.

THE PAPER SHORTAGE IS WORLD-WIDE

It is doubtful if there is a paper market in the world but what is short of paper. France is only producing 20 per cent. of her normal amount, England about 45 per cent., and there is no market in the world but what is prepared to pay a higher price than the Canadian mill is to-day asking for its product; but in spite of this the Canadian manufacturer of book and writing has not exported one car of paper in the last six months, while previously he was shipping from one to two cars a month. This, of course, does not apply to news print, as there is no duty on this class of paper and Canadian manufacturers have been exporting from 75 to 80 per cent. of their product.

HOW THE PAPER SHORTAGE AFFECTS CANADA

Previous to the War, in 1913, Canada imported $8,000,000 worth of paper, which to-day is practically cut off for two reasons: first, Great Britain has no paper to export; and second, the United States manufacturer is getting a higher price than the Canadian manufacturer is asking.

This cutting off of imports, and the fact that Canadian concerns, who previously bought advertising and other printed matter in Great Britain and the United States, are now purchasing in Canada, has increased the demand on the Canadian paper manufacturer tremendously. On account of the uncertainty of the market on raw materials, labor, and the greatly over-sold condition of the product of Canadian mills manufacturing book, writing, etc., they refuse to make contracts for other than immediate requirements, and are meeting the abnormal demand by "playing" no favorites, each mill taking care of its own customers as well as possible, and trying to supply them with the same tonnage as supplied previous to the present unsettled conditions. With the mills unable to cover themselves for their supply of raw material at any definite price into the future, they in turn refuse to give prices on their product, but are selling at the market on date of delivery.

THE OUTLOOK AND OUR COMMON DUTY

How long the present conditions of the paper market will continue is very problematic. Some of the larger mills think that matters will smooth out within the next six months, but it is doubtful if they will be able to obtain any relief until after the War.

The Department of Trade and Commerce at Ottawa has circularized the homes of Canada to save waste paper and rags, as it is hoped by this means to assist greatly in supplying the mills with an increased quantity of material.

It is the duty of the printer, lithographer and allied paper trade to co-operate and conserve all their waste, and see that it goes toward the relief of Canadian mills, as this material can be used in the manufacture of book and writing, and tend to diminish the demand on sulphite pulp, which is very scarce at the present time.

Clean Up, Paint Up

THE Cincinnati Chamber of Commerce undertook to raise the civic spirit by an organized effort to make the city a more desirable place. The first result of the campaign in 1914 was a reduction in the annual fire loss of $600,000. The elimination of rubbish piles, the destruction of tottering houses and out-buildings, the clearing out of attics, made it less easy for fires to start. In 1914 the loss from fire in Cincinnati was $1,341,348. In 1915, $793,796. Down came the insurance rates in the business section, and policy-holders saved in 1915 about $160,000. The improvement in public health by reason of the civic housecleaning showed in a reduced death rate. Surely a scheme which can save life, conserve property and develop a civic spirit is worthy of consideration by any city. The Cincinnati Chamber of Commerce has issued a booklet dealing with the methods adopted in its campaigns.

* * *

Canadian publishers who plan "Clean Up, Paint Up" campaigns for this year or next year, should address requests to the Cincinnati Chamber of Commerce for their booklet—this for the practical suggestions contained therein.

* * *

The Cleveland *Plain Dealer* garden contest for 1916 will surpass anything of its kind in previous years. It is estimated 1,500 gardens will be entered, each of which will have to be inspected three times during the summer. An idea in this for Canadian newspapers.

Canadian Field and American Advertisers

CANADIAN publishers as a class are not as energetic as they should be in their pursuit of American advertising. Many content themselves with the appointment of representatives in New York and Chicago, and rely on them to get business. These representatives may be amply supplied with printed matter and special information relating to local fields and mediums and possibly to the Canadian field in general, but this does not suffice. What is wanted is broad-gauged and organized co-operative promotion work on the part of Canadian publishers to precede, accompany and follow the work of special representatives. That there is a desire to procure more American advertising for Canadian mediums goes without saying; what is lacking is a policy, perhaps also a sense of individual obligation.

On the side of policy, there must first of all be agreement as to methods, and this pre-supposes an interchange and co-ordination of views. Unhappily, practically nothing has been or is being attempted to unify Canadian publishers in regard to joint action to do promotion work. True, some of the leaders in Canadian Press Association are beginning to see the need of an active propaganda to develop advertising, but so far nothing very definite or determined has been done. Also, among those who perceive that something should be done in a united way to attract to Canada more American advertising, there is division as to methods, with the result that there is inaction.

In the United States the Chicago *Daily News*, the Chicago *Tribune*, the New York *Sun*, the New York *Evening Post*, the Philadelphia *Telegraph*, the Philadelphia *Record*, the Washington *Star* and the Boston *Globe*—eight papers in all—have jointly a representative working in Argentina and other South American republics to secure advertising for them. This man has an office in Buenos Aires. He works with and through Government officials. Up to the present time his work has been of the pioneer variety. Soon it will yield its due fruitage. Already substantial and important results have been achieved. The probability is that other newspapers will join the syndicate, sharing its costs and adding strength to the propaganda. In this development is a suggestion to Canadian publishers—not necessarily only to daily newspaper men.

The first steps towards larger things are likely to be taken by the publishers of dailies in the larger Canadian cities—Halifax, St. John, Quebec, Montreal, Toronto, London, Winnipeg, Regina, Calgary, Edmonton and Vancouver. From these eleven cities should be obtained an ample fund of, say $10,000, to carry on promotion work, divided, say, as follows:

	No. of papers participating	Total annual assessment
Halifax	1	$ 300
St. John	1	300
Quebec	2	600
Montreal	3	1,700
Ottawa	2	600
Toronto	3	2,300
London	1	400
Winnipeg	2	1,400
Regina	1	400
Calgary	1	500
Edmonton	1	400
Vancouver	2	1,100
	20	$10,000

These assessments are arrived at on the basis of each paper's minimum advertising rate, and the amounts assessed against each newspaper are, when spread over a year, very tolerable.

With a fund of $10,000 a year, fine propaganda work can be undertaken and accomplished, with ultimate results which would assure very satisfactory dividends on the investment.

First Year of Workmen's Compensation in Ontario

The Statistical Record — Employers as a Whole are Satisfied — The Costs of Carelessness—The Compensation When Accidents are Fatal

By ROBSON BLACK

ACCIDENTS reported, 17,033.

Assessments collected from employers, $1,539,492.

Distributed to employees and their families, $1,186,221.

Surplus, $395,026.

Number of cases to receive compensation, 9,829.

Widows benefiting 65, children 116, mothers 35, fathers 10.

Cost of administration for 1915, $100,846.

Cheques to the number of 150, on an average, go from the Board's offices daily, amounting to about $3,600.

* * *

ROBSON BLACK *has written the accompanying summary of the first year's operations of the Workmen's Compensation Act for Ontario for* PRINTER AND PUBLISHER. *"Printing establishments," states Mr. Black, "are closely linked up to the Compensation Act, and have their own special safety inspector." The test of the initial year of the administration of this important forward step in provincial legislation vindicates the claims of the authors of the Act; and shows that its critics imagined difficulties that have not been.*

Mr. Black's summary deserves to be read with acute attention by both employers and employees.

REDUCTION IN ASSESSMENTS FOR 1916 ASSURED

"Though in view of the unavoidable incompleteness of the actual figures," says the Board's report, "the first year's experience cannot be regarded as conclusive, it indicates that the financial burden of the new law will be less than was anticipated. The assessments levied for 1915 are in most cases more than sufficient to meet the requirements. Though in a very few instances the bad accident record has called for an increase in rate, the Board has felt warranted in making substantial reductions in most classes of industry. In a number of classes or parts of classes, where the experience was good and the surplus large, reductions are being applied retroactively for 1915.

"The Act has worked smoothly and satisfactorily. The benefits of the new system of law to both workmen and employers are recognized and appreciated. Claims are expeditiously and inexpensively disposed of. Employers are immune from the expense and annoyance of litigation. The intricacies and hardships upon workmen and their families of the old doctrines of negligence and assumed risk are eliminated. The facts to be determined by the Board are usually few and simple. There is no longer the need for payment of legal fees either by workmen or employers."

EMPLOYERS ARE SATISFIED

Evidence that employers as a whole have been satisfied with the working of the Act in its first twelve months is shown by the fact that many employers have asked that industries or operations carried on by them which are not now under the main schedule of the Act should be included. Although the Act introduced a rather radical alteration in compensation methods, the co-operation shown by all parties in the first year's experience has been excellent and steadily improves.

The discrepancy between the number of accidents reported, 17,033, and the number compensated by the Board, 9,829, is explained by the rule that accidents involving a disability of less than seven days have no claim. York County showed the greatest number of accidents in 1915, with 1,868, and the district of Patricia showed a zero mark.

THE COSTS OF CARELESSNESS

Fifteen safety associations were brought into existence, the salaries and expenses of the inspectors being paid in most instances by the Board. The educative and preventive work carried on by these inspectors, devoting themselves as they do to one group of industries, is of the most valuable order.

The need for such supplementary work is proved by the records of accidents in Ontario industries. Twenty-one set screws which the Board says might have been countersunk for about $7.35 were responsible for an accident burden of $5,619.39. Open shafting and conveyors which might have been covered for a few dollars, wounded 66, killed 4, and crippled 37 wage earners. Because two elevators lacked automatic locks, two lives were sacrificed and a compensation burden imposed of $6,179.06. Here is a fruitful field for the safety inspector.

ABOLITION OF LITIGATION

The abolition of litigation is one of the most satisfactory benefits of the Workmen's Compensation Act to both employer and employee. More than 17,000 claims were disposed of without recourse to courts, or any friction between master and man.

The manner of dealing with claims is very simple and informal. Notice of the accident is required to be sent in by the employer within three days after it occurs. The workman makes a similar report, which is supplemented by the attending physician. Promptly upon the receipt of the latter evidence, a cheque is mailed, seldom with more delay than two or three days, unless a special investigation is necessary; in that case temporary payments may be remitted to the injured party.

Of the 9,829 accidents compensated for, 8,544 caused temporary disability only, 1,033 resulted in some measure of permanent incapacity, and 251 terminated fatally.

The average wage of all injured was $13.27 per week, and the average age 33 for all. The oldest worker injured was 81, and the youngest 11.

ACCIDENTS THAT RESULT IN DEATH

The most far-reaching effects of the Act have been in cases of accident resulting in death, or in permanent disability 'of over ten per cent.' The widow of a workman killed in his employment is entitled during life or widowhood to a payment of $20 a month, and $5 a month for each child under sixteen years of age, but not exceeding $40 in all. A surviving invalid husband receives the same compensation as a widow. If the workman leaves children only, the payment is $10 a month for each child under sixteen years, but not exceeding $40 in all. Dependent fathers and

mothers are provided for on a similar basis. All pension allowances are governed by the provision that in no case is the compensation to exceed 55 per cent. of the workman's earnings in his employment. Where a widow remarries the periodical payments cease, and she is entitled to a lump sum within two months of her marriage equal to two years' payments.



ROBSON BLACK.

Author of the accompanying article on the first year's operation of the Workmen's Compensation Act in Ontario. Mr. Black is a versatile literary man. He is Secretary of the Canadian Forestry Association, and Editor of the *Canadian Forestry Journal.*

A CONCLUDING WORD

In the operation of the Act, great care is taken to guard against all forms of imposition. The ambitious workman, eager to return to his employment and overcome his handicap through injury is not placed at a disadvantage as compared with a comrade who makes no such effort. Individual circumstances may, and often do, vary the amounts set forth in the table of allowances. This power to discriminate has been especially needful in the rating of 'permanent disabilities,' for which a workman is entitled to 55 per cent. life pension, based on the extent of his impairment.

Hon. Phillippe Auguste Choquette, LL.D.

HON. PHILLIPPE AUGUSTE CHOQUETTE, LL.D., whose opposition to recruiting has stirred the country, is one of the most interesting and picturesque figures in Parliament. Of medium build he has long grey hair, dark piercing eyes, sallow complexion, and sharp Gallic features which seem to fit in perfectly with one's idea of some of the characters in the French revolution. His ancestors came from Amiens, France, away back in 1643, and settled in Varennes, in the present county of Vercheres. They took part in most of the French-English wars which occurred between that period and the conquest, after which they settled down as prosperous farmers under British rule.

FOUNDED A PAPER

The present Senator, who is so much in the limelight, was born in the little village of Beloeil, and was educated at St. Hyacinthe College, and at Laval University, where he got the degree of B.C.L. in 1880, having previously taken the silver medal given by Lord Lorne. Before he began practising law he was a commercial traveller, and finally drifted into journalism, founding, in 1883, the *Courier de Montmagny,* which is still published under his direction. He became one of the most prolific writers on current topics in Quebec, contributing articles to various newspapers and periodicals all over the province. After being an unsuccessful candidate for the House of Commons in 1882, he succeeded in entering Parliament in 1887, remaining in the House of Commons until 1898, when he was appointed to the Superior Court of Quebec. The quiet repose of the bench proved distasteful to Choquette's turbulent temperament, and in 1904 he resigned to come back to Ottawa as a member of the Senate, incidentally taking up his pen in the editorial sanctum of *Le Soleil,* one of the leading newspapers in Quebec. During the past ten years he has figured prominently in most of the Senate debates.

FOLLOWER OF BOURASSA

Though professing to be a Liberal of the Laurier-Dorion school, Choquette is really a Nationalist of the stamp of Bourassa and Lavergne. When Sir Wilfrid Laurier introduced his Naval Act of 1909, providing for a Canadian navy, Choquette attacked it bitterly in the press and in the Senate. When three years later Sir Robert Borden brought down his three dreadnought policy, he was just as strongly opposed to it. In this his attitude was identical to that adopted by Bourassa. And since the beginning of the war Choquette has given voice to sentiments which were in direct accord with those expressed by Bourassa in *Le Devoir.* In a speech in the Senate in the early part of the session, he blamed Sir Edward Grey for remaining silent in the latter days of July and early days of August, just preceding the outbreak of war, holding that if England had definitely arrayed herself on the side of, France, Germany would never have taken the course she did. And while he professes, notwithstanding his anti-recruiting speech, that he is not opposed to Canada's participation in the war, his vehement declaration, "I have no sons to go to the war, but I have sons to fight for this country when it is attacked," seems to show that he is at least not too enthusiastic over our part in France and Flanders.—M. Gratton O'Leary, in the Ottawa *Journal.*

The Production and Thrift Campaign

THE copy and typographical treatment of the advertisements in the current Production and Thrift campaign, conducted by the Dominion Government, are far below the best standards. Being deficient, their efficiency is greatly lowered.

Without expressing any opinion regarding the policy of the Government in the case of this campaign to make no use of the services of an advertising agency, it can be said that the Government could and should have engaged the services of good copy and display men for the preparation of the advertisements.

Government executives too often fail in the practical working out of right ideas: they neglect to utilize the superior knowledge and skill of experts, or else they learn better ways only after sad experience. A case in point is the 3-cent stamp now in use—an atrocious instance of deferred action and all-round stupidity. Another case was the unannounced censoring of the mails last autumn.

The Government is likely to do much more newspaper advertising in the days to come; and if the King's Printer's department is to be responsible for the preparation of the advertising on its typographical side, surely the country has a right to expect something much better than the crude work shown in the Production and Thrift series of advertisements now appearing in the Canadian press.

Publishers East and West Gather in the Money

Converting Ideas Into Cash—Clean Up and Paint Up Advertising—Garden Pages—Other Methods and Plans Used Because Publishers Need the Money

IN WHAT follows, it will be seen that local advertising in many centres has been stimulated; that is, the advertising of local merchants and manufacturers. This is good, for many publishers give more energy and thought to the procuring of "foreign" or general advertising than to the cultivation of the home field. It is the general experience that the things lying at one's feet remain unseen; and that our eyes are bent on things far off. This applies to more worlds than that of advertising.

This record of activity is designed to provoke others to attempt the development of additional advertising. First of all one must conceive the idea; then shape the proposal; then go out and sell it. What publishers in Kingston, Edmonton, Walkerton and Vancouver have done can be accomplished elsewhere. Transplant the advertising or business managers of newspapers that pile success upon success to other newspapers in other communities, and they will repeat their records in other places. This fact is a complete answer to that advertising or business manager who is inclined to begin sentences with the words "but" and "if." What counts most is the man, not the town or city or conditions.

PRINTER AND PUBLISHER has a definite purpose in recording the doings of newspapers in the matter of selling themselves to space-buyers and the public: it is to encourage larger efforts on the part of those who have done things, and to prompt the timid or skeptical or visionless man to take the step forward that is essential if progress is to be made. The first step is the hard one. When taken, it betokens purpose, will-power, resolution—three factors of success.

PROSPERITY EDITION OF THE KINGSTON BRITISH WHIG

A Prosperity Edition was brought out by the *British Whig*, Kingston, on April 8. It was a mammoth number, consisting of eight sections, with a total of 56 pages. The first page showed the flags of the Allies in full colors, artistically combined, with the words accompanying, "The Dominion's Toast to Victory"—an exceedingly attractive introductory page. One page in this section had descriptive articles on Smith's Falls, Napanee, Gananoque, Picton and Brockville, each illustrated with the portrait of its mayor. "Eastern Ontario's Chain of Thriving Industrial Towns with a Happy and Prosperous People," was the heading of this page. Another page was entitled "Bench and Bar," and was made up of reminiscences and biographical sketches with portraits of local legal men.

The letter-press of this special issue was in keeping, in its scope, quality and interest, with the magnitude and aims of this Prosperity number. It surveyed various phases of local and neighborhood enterprises and interests. An annual review of the Board of Trade's activities; a sketch of the Fire Department; Kingston's Roll of Honor of soldiers; studies of Queen's University and the War; of the Royal Military College at Kingston, of agriculture in Frontenac County, of the railways and Kingston—these suggest what the literary bill of fare provided.

This Prosperity issue was a climax achievement of the *British Whig's* "Community Building" campaign, maintained now for nearly a year. As an advertisement of Kingston this issue is adequate and magnificent. A special continental distribution of this issue gave this advertising far-flung effect.

Needless to say that the special advertising carried was on a scale commensurate with its size and importance. Page advertisements were many, and unusual advertisers were generous buyers of space.

One unique point in connection with this edition is the fact that it was turned out in its entirety by the business office. The editorial department was not called upon to do any work in connection with the edition. The compilation of facts and figures, the writing of editorials, the selection of articles, the make-up, etc., being all done by the business department. In this respect, it is believed that this issue without an exception unique in special editions.

This edition gives every evidence of careful and well-advanced preparation. Nothing short of this could have produced this fine number.

TORONTO DAILIES AGGRESSIVE

The Toronto *Globe* on Wednesdays is in the habit of publishing a two-page "country life" feature—this since it ceased the publication of its weekly edition. In its issue of April 26 these two pages were expanded to nine. The general theme was Canada's bright agricultural outlook.

The Toronto *Daily News* in its issue of April 15 had a 16-page section devoted to an interpretation of the Rotary Club, the international annual convention of which was held in Toronto that week. The letter-press was abundant, interesting and embellished with numerous drawings and illustrations. Taken altogether, the articles and signed statements of Rotarians constitute a very excellent and complete presentation of the Rotary Club idea and progress. The advertising in this 16-page section consisted to a very large extent of announcements of Toronto business firms and institutions represented by membership on the Toronto Rotary roster. The *Daily News* merits praise for this idea and for its admirable working out.

The Toronto *Mail and Empire* sent out a circular of an attention-compelling sort. A full-size reproduction of a 1,000-line advertisement of a Goodyear Tire & Rubber Co. advertisement was shown, and opposite in space of corresponding size was reproduced a letter from the same company telling of a quick result Before 9 o'clock on the morning the advertisement appeared an enquiry which was readily converted into a sale was received from a prospect who had resisted the company's salesman for months. "Cause and Effect" was the title of the circular.

The Toronto *World* conducted a contest to discover the most popular "movie" feminine star. The contest was a stunt of the circulation department.

ELSEWHERE IN EASTERN CANADA

The *Herald* and *Mail*, Halifax, offer their juvenile readers $1.00 for bright and original ideas in connection with advertisements appearing in these newspapers. Essays or stories are limited to 100 words.

The Woodstock *Sentinel-Review* ran a Missing Word contest, prizes of $50 being awarded.

The Oshawa *Reformer* conducted a prize contest, the test being an answer to the question, "Which is the best advertisement on this page?" A page of special local advertising was carried.

The Kingston *Standard* promoted a "Buy in Kingston" sale. A number of local merchants signed a statement to the effect that they would meet or beat all outside catalogue prices, or refund the buyer's money. This announcement constituted a page advertisement.

The Brockville *Evening Recorder* published a feature page entitled "Domestic Economy," on which were assembled the advertisements of local firms with messages akin to the theme of the page.

The Thorold *Semi-weekly Post* offered a prize for the best names of twin girls, submitted by girls.

The members of the I. O. D. E., Walkerton, got out a special edition of the Walkerton *Telescope*, on April 28. Every department of the work was managed and contributed by the members. A first edition of 3,000 was run off. Sufficient advertisements were procured to pay the expenses of the whole edition. The paper was circulated all over the county, and orders were received from outside for large numbers at 10 cents a copy.

The Brockville *Times* promoted a "dress up" week in that city.

The *Daily Echo*, Halifax, had a page of advertising with the caption "Spic and Span Week"—"Paint up and paper up" was the message to readers.

The St. Thomas *Times* had a very good page of letterpress and advertising on "Beautiful Flowers and Gardens."

The St. Thomas *Journal* had two feature pages in a recent issue—a Paint Up and Clean Up page and a Spring Seeding and Planting page.

The *Morning Chronicle*, Halifax, opened a Dollar Subscription List to provide a fund for supplying the 85th Battalion with cap and collar badges of a distinctive type.

The *Free Press*, London, capitalized a local pure food show by developing a page of advertisements of exhibitors.

The St. Thomas *Journal* has a half page of card advertisements under a pictorial heading—"St. Thomas, the Heart Centre of Prosperous Elgin County." The advertisements are of local wholesalers and industrial firms.

The London *Advertiser* developed a special Pure Food page in connection with a local pure food exhibition.

The *Daily Warder*, Lindsay, Ont., is successfully running a well set and attractive page of advertisements on a "Lindsay Home Builder's Page." This page runs every Saturday.

The Montreal *Gazette* published a page summarizing its first year's Special Tobacco Fund results. Total contributions of $53,873.83 were received. Auditors vouched for the correctness of figures. A list of the battalions, brigades, corps and companies sharing in the distribution was published. 6,687 dollar packets, 175,948 twenty-five-cent packets and 263 caddies of chewing tobacco were distributed. A fine record.

The Brantford *Courier* turned to good account the Clean Up and Paint Up idea, and carried a very attractive page of advertising in its issue of April 15.

The Toronto *World* is offering prizes of gold watches to those who have been successful in efforts to secure recruits for the 216th "Bantam" Battalion.

The Toronto *Daily Star* is offering prizes to boys and girls who write the best advertisement in connection with a Red Cross campaign for the saving of waste paper, rags, etc.

The Sackville (N.B.) *Tribune* carried a page of Clean Up and Paint Up advertising.

John A. Head, business manager of the Galt *Reporter*, had a signed advertisement in a recent issue of his paper, headed "Galt Stands Up Well." The advertisement aims to demonstrate the advantages of Galt as a place of residence and industry. In this particular advertisement a "deadly parallel" is featured—prices current on provisions and sundries in Galt and in a mid-West city. This is a fine idea, well handled. Mr. Head is doing an excellent service for his community.

The St. Thomas *Times* produced on April 19 a special Women's Patriotic Newspaper, published under the direction of the St. Thomas Chapter of the I. O. D. E. The issue contained forty-four pages, twenty-four of which constituted the special Women's Section.

This section was lavishly illustrated with portraits of local women of prominence, and who contributed to the making of this newspaper. The letter-press was exceedingly varied in character. One feature was entitled, "Old Friends Who Are Far Away"—a happy idea.

Many other illustrations, of men and women, added attractiveness and interest to the publication. From every point of view this issue was a success and a tribute to the aggressive, progressive management of the *Times'* publishers.

THE ENERGY OF WESTERN MEN

The Winnipeg *Free Press*, in its issue of April 15, capitalized the "Dress Up" idea to the extent of three pages carrying special advertising of men's apparel.

The Medicine Hat *News* is running a series of feature pages under the caption, "The Attractive Home." Good letter-press, written by an authoritative writer, and interesting illustrations occupy the centre columns of the page. This series is the best home building and furnishing feature that has come to the attention of PRINTER AND PUBLISHER.

The Saskatoon *Phoenix* had a special "Paint Up and Clean Up" page in its issue of April 14.

A "Hunt-the-Ad" contest was a plan used by the Edmonton *Journal*. A "key" was published, and with this help a certain advertisement had to be found and brought to the *Journal* office between specified hours. Cash prizes were paid to successful finders.

The Edmonton *Journal* offered $1 to the first person showing to its office a definite result from a *Journal* want ad.

The Saskatoon *Phoenix* had a feature page headed, "A Page of Interest to Agriculturists"—an idea capable of wide adoption.

The Moose Jaw *Times* attracted to its pages much extra advertising by an "Easter Style Display" appeal. Much extra advertising, some of it in page spaces, was secured.

The Edmonton *Journal* conducted a Want Ad contest. Classified coupon books were disposed of. Contracts running from two to seventeen lines daily, were secured, calling for the use during the years of 180,079 lines. Prizes of $1,000, $500 and lesser sums were awarded the winners, who received their awards at a public meeting.

The Calgary *Daily Herald* had a special feature "Spring House-Cleaning" page made up entirely of advertisements allied in theme to the page heading.

"Baby Week" was taken advantage of by the Victoria *Colonist*. "H.R.H. The Baby" was the caption of a special page of local retail advertisements, all of which featured infant needs.

The Calgary *News-Telegram* is running a subscription contest in which motor cars are prizes.

The issue of the Edmonton *Journal* of April 8 had thirty pages—three sections. This was a "Buy-at-Home" edition. One section featured this idea in a very attention-compelling manner. Good letter-press articles drove home the main thought, and abundant advertising clinched the argument. The *Journal* had the practical co-operation of many local firms—a necessity if this Buy-at-Home appeal is to be effective. The *Journal* offered $25 as prizes to those giving the ten best reasons why Edmonton people should spend their money locally rather than send it to mail-order houses.

The Calgary *News-Telegram* ran a page of "Clean Up and Paint Up" advertising.

In Winnipeg the "Britain Prepared" pictures were shown in conjunction with the *Free Press.*

The *Daily Province,* Vancouver, gathered together under the heading, "Easter Openings, 1916," the announcements of a number of local milliners. The several advertisements were very harmonious typographically, a "smart" note being struck by good composition and illustrations.

The Edmonton *Journal* is running a "One Big Best Bargain" feature, made up of a goodly number of small, single-column displayed advertisements. The designation of the feature is a misnomer, since no bargains or special offerings are announced by any advertisers who make just general statements or publish business cards. The "One Best Bargain" idea should live up to its suggestion.

The *Daily News,* Moose Jaw, gathered on one page the advertisements of several local grocery firms. The page heading ran: "Grocery Announcements for Busy Housewives."

The issue of the Moose Jaw *Daily News* for April 15 contained three sections—32 pages—and was known as a Fashion Number. Profusely illustrated with smart half-tone pictures of current fashions, and made valuable by many special articles and much special advertising, this issue could not help but win the approval of a wide body of feminine readers.

The Moose Jaw *Times* made the Shakesperian anniversary the hook on which to hang a page of special advertising.

The Winnipeg *Telegram* is publishing a weekly Insurance Page, headed, "Insurance Matters." Life, fire, casualty and other forms of insurance are dealt with. Letter-press and numerous advertisements reinforce each other.

In the aggregate these doings and strivings of Canadian newspapermen are to the credit of our country.

Agency Items

THE ownership of the Canadian extension of the J. Walter Thompson Co., Advertising Agency, New York, has passed from the American organization to Frank G. Smith and others, Mr. Smith being a majority stockholder. The Canadian agency will continue to be known as the J. Walter Thompson of Canada, Limited.

Mr. Smith becomes president of the Canadian Company succeeding J. Walter Thompson of New York. A. J. Denne, for the past three years manager of the Canadian business, is now vice-president, and remains as manager.

Frank G. Smith is a Canadian, and was the originator of the Canadian business of the J. Walter Thompson Company of New York, with which company he has been ten years, latterly as a director. Following on changes in the stock-control and management of the J. Walter Thompson Co., New York, he resigned and is now with the Collin Armstrong agency, New York, as vice-president. This agency, it may be remarked, acts for the firm of J. P. Morgan & Company. Mr. Smith has always given much attention to the Canadian extension of the J. Walter Thompson Company, and will continue to do so. Both he and Mr. Denne have cultivated British business, by personal visits, very aggressively. The London, England, office of the J. Walter Thompson Company becomes part of the Canadian business, and will be, as formerly, under the direction of Major Harold A. Moore.

The changes in the American organization of the J. Walter Thompson Company have been radical and many. Stanley B. Resor has purchased a controlling interest in that agency from J. Walter Thompson, and has formed a new directorate. Wm. H. Meyer, space buyer, well known to many Canadian publishers, has resigned, as have also Clarence A. Hope, former secretary, and L. H. Ferber, former treasurer. J. Walter Thompson remains as president, but his early withdrawal from this office is probable. Mr. Thompson established the agency bearing his name fifty-two years ago. He was a pioneer among American advertising agents, and is known as the father of magazine advertising in the United States. The agency which he established and that of N. W. Ayer & Son have long been the two largest agencies in America. Mr. Thompson is a very wealthy man. Brilliant and genial, he has endeared himself to a wide constituency of friends. Since the establishment of the Canadian business in 1911, he has paid numerous visits to Canada.

The Canadian business was opened under the management of John C. Kirkwood, formerly with *The Daily Mail,* London, England.

* * *

The J. Walter Thompson Co., Toronto, has secured the advertising account of the Dominion Messenger & Signal Company. This advertising will run in the principal cities, and has commenced in Montreal.

The Zimmerman Manufacturing Company, Ltd., Hamilton, Ont., will feature the Hatch One-Button Union Suits in its 1916-1917 advertising. This company holds the Canadian rights upon this garment, manufactured in the United States by Fuld & Hatch, Albany, N.Y.

Paul Fitzpatrick has been appointed sales and advertising manager of the Guaranty Securities Corporation, New York. Until recently he has been manager of the Montreal branch of the J. J. Gibbons Company, Ltd., a Canadian advertising agency.

Hiram Walker & Sons, "Canadian Club Whiskey," Walkerville, are making contracts with newspapers in selected sections through their agents, Power, Alexander & Jenkins.

The Callopy Advertising Company, Limited, of Vancouver, has recently been reincorporated as the Callopy-Holland Advertising Company, Limited. Amalgamated with the new company are also the Mainland Presses and Noble Advertising Agency, Limited. R. W. Holland becomes a vice-president. Arthur Leo Callopy remains president of the company, with George S. Ryan, a vice-president. Coincident with the establishment of the new company a five-year lease has been executed by the agency with the Canadian Pacific Railway for the entire second floor of the Railway Building.

Frank Presbrey, founder and head of the Advertising Agency bearing his name, has been elected a director of the New York Life Insurance Company. Mr. Presbrey has been for some time a director of the Citizens Central National Bank, the Union Exchange Bank, the North River Savings Bank, and the National Surety Company, and his election to the directorate of the largest life-insurance company in the world is a tribute to his standing in commercial circles.

The advertising for the colonization department of the Canadian Pacific, the Grank Trunk resorts, Alaska copy in the Middle West for the Grand Trunk Pacific, land advertising of the Canadian Northern, the Chateau Laurier and R. Martens & Co. is now being placed by Vanderhoof, Condict & Eckstrom, a new Chicago agency. Prior to going into the agency business Herbert Vanderhoof acted as special advertising counsel for some of these accounts in the United States. R. P. Eckstrom was for twelve years with the Hearst organization in Chicago.

After September 16, when Ontario's prohibition law goes into effect, all saloon, club and liquor-store licenses will be cancelled. There will be, however, no restriction on purchases being made outside the Province by individuals for home or personal use. Some liquor firms are now arranging to advertise a mail-order business from Montreal, in the Province of Quebec.

A. N. P. A.

AMONG Canadian newspaper men attending the annual meeting of the A. N. P. A. in New York last month at the Waldorf-Astoria were:

John M. Eastwood, Hamilton *Times.*
H. A. Robert, Montreal *La Presse.*
J. N. Chevrier, Montreal *Le Devoir.*
C. F. Crandall, Montreal *Star.*
J. F. MacKay, Toronto *Globe.*
J. P. McBride, Toronto *Globe.*
C. Lesslie Wilson, Toronto *News.*
J. E. Atkinson, Toronto *Star.*
W. C. R. Harris, Toronto *Star.*
J. Ross Robertson, Toronto *Telegram.*
N. T. Bowman, Toronto *Telegram.*
J. S. Douglas, Toronto *Mail and Empire.*
Chas. Riordon, Toronto *Mail and Empire.*
George E. Scroggie, Toronto *Mail and Empire.*
E. C. Hoy, Toronto *World.*

J. F. MacKay, business manager of the Toronto *Globe*, chairman of the committee in charge of the Bureau of Advertising, read the report of the committee. Mr. MacKay also introduced the speakers at the luncheon of the Bureau of Advertising. In his introductory remarks Mr. MacKay said:



J. F. MACKAY.

Business Manager of the Toronto *Globe*, re-elected a director of the American Newspaper Publishers' Association.

"The founders of this branch of the great parent organization did not expect to escape criticism, and in this they have not been disappointed. All things considered, however, the Bureau of Advertising has come through its infant years with every reason to be gratified, both with the support it has received and with the results accomplished.

"It is not our intention to take all the credit for the great wave of prosperity the daily newspaper is enjoying at the present time on this continent, but we do feel we can honestly take to ourselves credit for a measure of this increase far exceeding the amount spent by the publishers upon the maintenance of the Bureau.

"As I will have an opportunity of addressing you this afternoon (in the presentation of the Annual Report of the Bureau), it is not my intention to occupy any time here to-day, as we have a galaxy of 'stars' to present from this platform. As it is my intention, however, to ask to be relieved from the responsibilities of the position with which I have been honored since the organization of the Bureau of Advertising, may I just in a word appeal to the daily newspaper publishers of the United States and Canada to continue, and may I venture to hope, largely to increase the support given to the committee in the past. From a most intimate acquaintanceship with the work of the Bureau, I wish to state, in the most positive manner possible, that the results have justified the venture. Necessarily much of the work of our executives is carried on without publicity, but the best certificate which our staff could desire is the fact that those who have come most closely in contact with their work are to-day the most enthusiastic advocates of the maintenance and enlargement of the Bureau's activities.

"I would consider I had not done justice to the position I occupy did I not add a word as to the efficiency and tireless enthusiasm of our director, Mr. W. A. Thomson, and his assistant, Mr. Moore. Through storm and sunshine these men have carried the banner of newspaper publicity, and to-day it is not too much to say that the honors of a big, and, we believe, a lasting, victory belong to them."

Despite his stated intention of retiring, the Bureau of Advertising committee prevailed upon Mr. MacKay to be its chairman for a third term. William H. Field, Chicago *Tribune*, was elected vice-chairman.

The annual election of officers resulted in the election of the following officers for the ensuing year:

President, Hopewell L. Rogers, of the Chicago *Daily News.*

Vice-President, Frank P. Glass, Birmingham (Ala.) *News.*

Secretary, John Stewart Bryan, Richmond (Va.), *News-Leader.*

Treasurer, Edward Payson Call, New York *Journal of Commerce.*

Board of Directors: J. F. Mackay, Toronto *Globe*; C. H. Taylor, jr., Boston *Globe;* Harry Chandler, Los Angeles *Times;* H. L. Bridgman, Brooklyn *Standard-Union;* D. D. Moore, New Orleans *Times-Picayune;* Hilton U. Brown, Indianapolis *News;* Elbert H. Baker, Cleveland *Plain Dealer;* Jason Rogers, New York *Globe.*

Mr. Moore was the only new member of the board elected. The others were re-elected.

PRINTER AND PUBLISHER regrets that it is unable in this issue to give a more extended report of this annual meeting of the American Newspaper Publishers' Association. In next issue we shall give a synopsis of some of the matters and discussions likely to be of interest to Canadian publishers.

A. N. P. A. Special Issues

THE occasion of the conventions last month in New York of the Associated Press and of the American Newspaper Publishers' Association led to the publication of special issues of *The Editor and Publisher, The Fourth Estate* and *The Linotype Bulletin.* These issues were not alone a compliment to publishers, but were "good business."

The Mergenthaler Linotype Company, in addition to the *Linotype Bulletin,* issued a special edition of its "occasional" newspaper, "*The Lines o' Type News.*" While essentially a house-organ, this convention issue possessed very general interest by reason of its reminiscent articles. One article dealt with the 30th anniversary of the linotype newspaper. Another on "Adventures in Advertising in America when Linotypes were Not." The fourth page of this newspaper had articles printed in Hebrew, Greek, Arabic, Armenian, Russian and German, demonstrating the lingual capacity of the linotype. The linotype is used for printing newspapers in thirty-three languages.

Interesting Rate Card

THE Philadelphia *Evening Telegraph* has issued a new rate card which in addition to fulfilling its proper function, has distinction as a piece of printing. The first page shows a facsimile of the Declaration of Independence and Philadelphia's famous Liberty Bell. The last page shows the United States Mint belching forth gold. This gold note is struck on every one of the fourteen pages by the use of gold ink. The card is made the more appealing by miniature photographic reproductions of typical pages and features of the *Evening Telegraph*

BUSINESS consists in getting an order for the goods, fitting the order to the satisfaction of the customer, getting the money and completing the transaction to the profit and pleasure of all parties concerned. Talking about business is something else.—*Elbert Hubbard.*

P O BOX 1013 J. W. MacRAE, Manager TELEPHONE No. 40

The Inverness News Company
Limited

THE LARGEST NEWSPAPER IN SIZE AND CIRCULATION IN WESTERN CAPE BRETON

FULLY EQUIPPED JOB PLANT EQUAL TO ANY IN THE PROVINCE FIRST CLASS WORKMANSHIP GUARANTEED

INVERNESS, N.S.

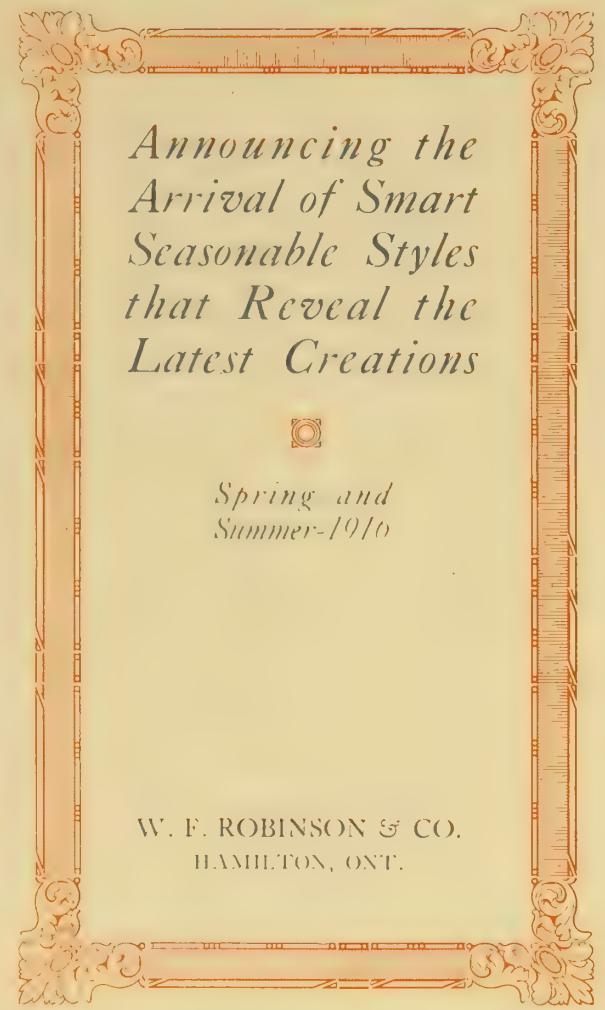
INVERNESS COUNTY EXHIBITION—1916

to be held at
INVERNESS
SEPTEMBER
5TH *and* 6TH

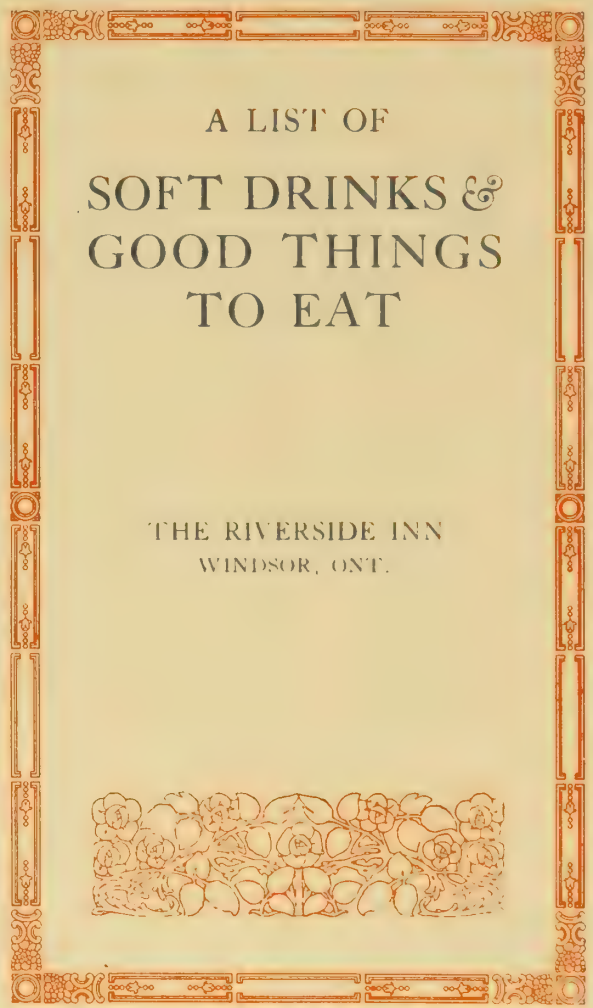
PREMIUMS
$1800

For Prize List and Entry Forms apply to
DANIEL A. McISAAC
P.O. BOX 108

ENTRIES CLOSE AUGUST 28TH, 1916



[Suggestion for front page of a small booklet or folder]



[A cover that adapts itself to the business]

Methodist Church
(Sherbrooke)

Patriotic Service

Under the Auspices of the 117th Overseas Batt. C. E. F.

Lieut.-Col. Gilbert
Officer Commanding

Wednesday, March 29th, 1916
at 8.00 p.m.

"Have I not commanded thee? Be strong and of a good courage. Be not affrighted, neither be thou dismayed, for the Lord thy God is with thee withersoever thou goest."
—*Joshua, 1:9.*

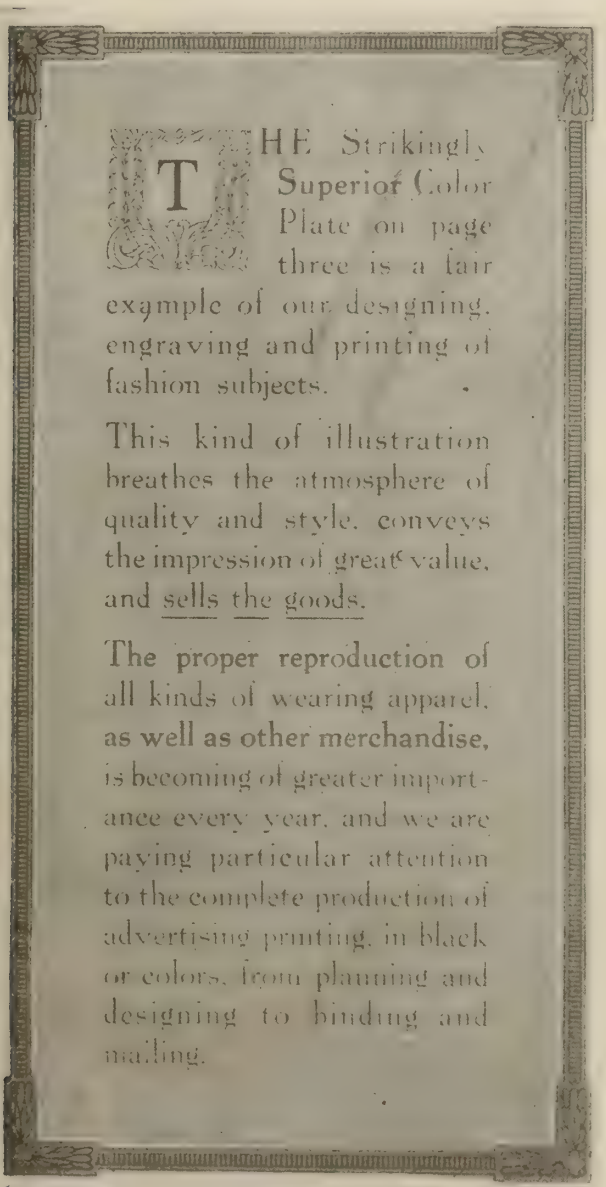
[Showing a more simplified design than the original used on another page]

REVIEW OF SPECIMENS

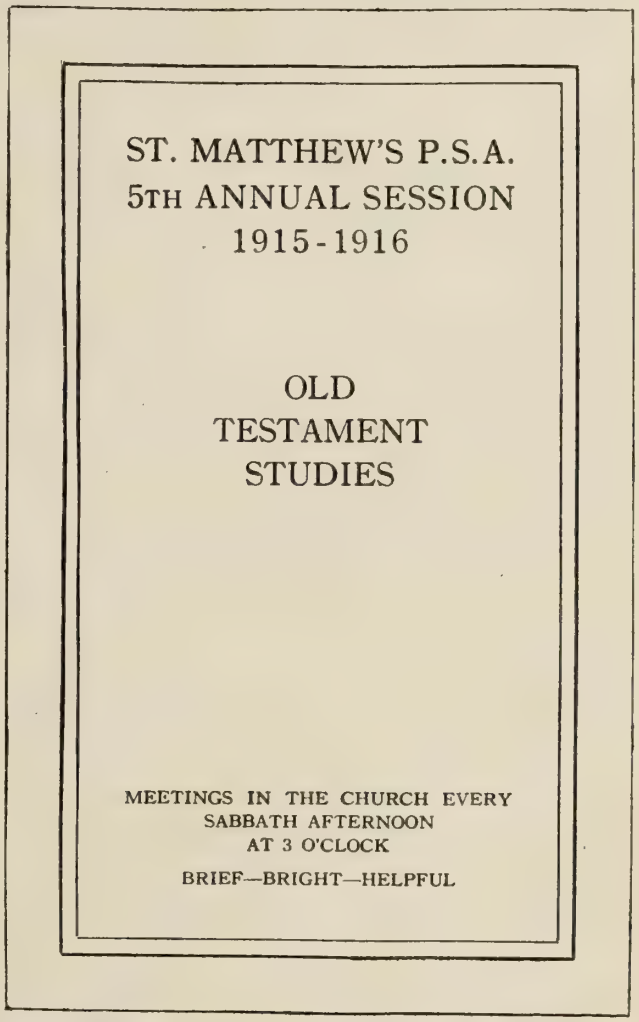
By ERNEST E. ADAMS

THIS month's specimens are made more interesting by a re-set of two of them on accompanying insert; also from the fact that there are some names of some new typographers, from both Eastern and Western Canada. The work of some old acquaintances is also shown.

Again we call for examples of the work of the typographer who is bent on climbing upward. The submission of their work is not to be regarded as a sign of content and vanity, but rather as evidence of a desire to have their work put to the test of criticism and comparison. Men learn in the school of competition, and through the kindly constructive comment of others who have, it may be, travelled farther than they in the road towards goals of desire. So send along your work.



A striking and artistic front page of a four-page folder by the Mortimer Company, Ottawa. Original in blue, buff, black and red.

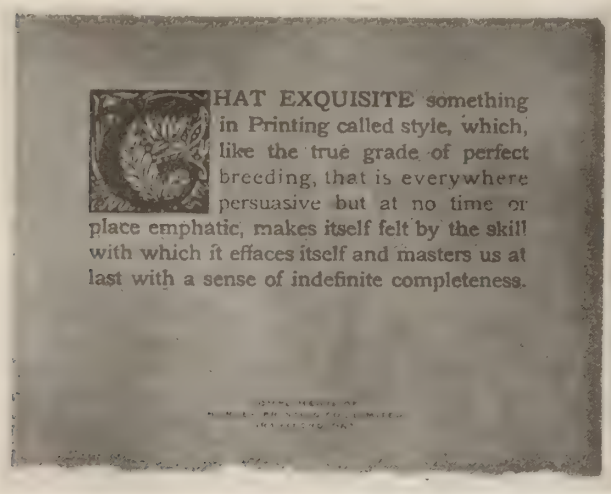


A pleasing page by J. W. Short, Montreal. Note the perfect harmony of type-face and border, and the pleasing grouping of the type.

REVIEW OF SUBMITTED WORK

S. G. Soper, Kisbey, Sask.—This printer has lately taken over the Standard Press, publishers of *The Kisbey Standard*, and we appreciate his open opinion of the value of PRINTER AND PUBLISHER to him in his business. His letter-sheet is well printed in black and red, but we believe a better effect would have been obtained by printing the side decoration in the red only, our reason being that it is now more prominent than the name of the firm. We hope to receive more of Mr. Soper's work in the near future.

From J. D. McAra, Calgary, comes a bright little house-organ entitled "The Magnet." The cover is printed in red and black and embossed on a grey cover stock. Its title is



Another of J. W. Short's designs. Original in black and light green and orange on terra-cotta color stock.

greatly enhanced by an illustration of a magnet, the same idea being worked into a heading on the first page inside. We would suggest as an improvement the use of a size larger type face and less head and back margins. We would also suggest the use of initial letters, not necessarily decorative (a Caslon would do) starting the articles in place of the numerous paragraph marks, which appear to force themselves into too much prominence.

Joe Short, Montreal.—Numerous specimens sent in by this printer are fully up to the usual standard of his work.

Methodist Church - - Sherbrooke

Patriotic Service

Under the auspices of the

117th Overseas Battalion

C. E. F.

Lieut.-Col. Gilbert, Officer Commanding

Wednesday, March 29th, 1916

At 8.00 p.m.

"Have not I commanded thee? Be strong and of a good courage; Be not affrighted, neither be thou dismayed; for the Lord thy God is with thee whithersoever thou goest." *Joshua, 1, 9.*

This page lacks interest through lack of grouping and over-decoration. See reset design on accompanying insert.

Careful planning is evidenced in all of his productions, and the value of each job is increased by the excellent color combinations. Two of his designs are reproduced.

Thomas Wade, Sherbrooke.—Your menu card front page is very pleasing, but on the fourth page you have attempted to fill out the page by excessive spacing. You would have obtained a much better result had you grouped the same type a little above the centre of the border, leaving the signature at the bottom and omitting paragraph marks used at the ends of the lines. These characters are intended for use only before a paragraph.

The Mortimer Company, Limited.—A very attractive and refined folder has been received from this firm, making

INVERNESS COUNTY EXHIBITION—1916

TO BE HELD AT
INVERNESS
...ON...
September 5 & 6
PREMIUMS $1800
For Prize List and Entry Forms apply to
DANIEL A. McISAAC
Secretary
P. O. BOX 468
Entries close Aug. 28th

Too many faces of type and different length of lines used in this setting. Has a tendency to over-display. See Reset specimen on accompanying insert.

known their ability to produce printing, lithographing and engraving of the highest standard, and this folder is proof of their claims. One of the pages is reproduced.

Ray D. Lillibridge, Inc., New York.—A notable book has been produced by this concern for the Wagner Electric Co., St. Louis. It is printed in two colors throughout and illustrated with high-grade half-tones of the different types of motors manufactured by that concern.

Agency Items

THE Gagnier Advertising Service, Toronto, have begun the publication of *Current Advertising*, a monthly house-organ, under the editorship of K. S. Fenwick, the manager of their agency. The publication, viewed as an example of artistic printing, commands superlative praise. The cover is in three colors with embossed design and is a very artistic bit of work. Both it and the inside pages have been run through the pebbling machine, thus further enhancing the attractiveness of the publication. The letterpress is broad-gauged in its outlook and varied in its theme, and is enriched with many illustrations, reproductions of current advertisements, selected from the publications of the world. The point of showing these choice examples of good advertisements is to show that Gagnier-produced advertising is comparable with the best examples, no matter where or by whom prepared.

The printing and art work are from *The Saturday Night* Press, Toronto.

Vanderhoof, Condict & Eckstrom, Marquette Building, Chicago, will place the following accounts: Canadian Pacific Railway, Department of Natural Resources, Grand Trunk Railway, Grand Trunk Pacific Railway, R. Martens & Co., Petrograd and New York, and Chateau Laurier, Ottawa.

J. J. Gibbons, Toronto, Can., is placing orders with a few selected newspapers for the Auto Knitter Hosiery Company, Buffalo, N.Y.

Pointed & Pointless

BY SIX-POINT BILL.

"NECESSITY is the mother of invention," but I would not say that red lead, as a substitute for red ink was an invention. If I were to describe the invention or the substitute, I would do so in as many strong adjectives, as I imagine the pressman did, who tried to distribute the read lead over type and cuts and then transfer it to paper as a substitute for red ink. A perfectly reliable man who knows his business informed me the other day that a certain laboratory took a can of red ink, pulled it to pieces and discovered red lead as the color basis. I could hardly credit it, and I suppose the statement made my eyes blink like an owl's that is suddenly confronted with an electric light while working on a chicken coop. At any rate, I rubbed my optics vigorously, and pinched myself to make sure I was not in a trance. The gilt on the outside of the brick hides the lead within, but red lead as a substitute for printers' ink is just another way of coating the brick. The results achieved are the same.

* * *

An editor and publisher said to me a few months ago that he would not exchange his weekly paper with another publication that had no editorial opinion. This editor prints each week a snappy editorial column and it is a very strong feature of his excellent town weekly. This is a column or so of observation. It is not for me to say how papers should be edited, but at the same time I believe that a paper without an editorial opinion loses much of its real usefulness. There is another point to this, and it is this: a good editorial column absolutely belongs to the editor. Features may be purchased, but an editorial is different. It gives an influence to a paper that enables it to hold its own in the face of the keenest competition, whether from city or immediate neighborhood. I have made one or two observations in passing along the sunny lane of life, and particularly have I noticed that the papers with good, live editorials each week carry their share of the advertising patronage of the neighborhood, and have good circulations.

* * *

A little bit of foresight saved the Toronto *Telegram* the other day a lot of annoyance, if not loss. It will be remembered that a fire broke out in a close-by building. Things grew serious, and the *Telegram's* fire fighters did good work. Hose ran from the composing windows. Considerable water was scattered around. If the big battery of linotypes had not been covered with waterproof coverings—well, they would not have worked so well the morning after the night before. Yet many printers look upon the waterproof coat of machinery as so much waste energy.

* * *

If my calculator is running correctly, there will be a considerable demand in the near future for fast presses of every class. The work for the smaller sizes of job presses is, of course, always the greatest in volume; hence the greater demand will be for the latter class. More particularly will this be so of presses with automatic feeds, or of presses that automatic feeds can be attached to. The labor situation, Banquo's ghost like, will not down. Relief has to come from somewhere, and it sure must be through automatic devices.

* * *

The singing of the birds that St. Patrick banished from the Emerald Isle is not the only thing that keeps us awake o'nights this spring. White paper is soaring and dropping bombs, loaded with price advances and other unpleasant explosives. Ink is beyond the cloud-line, and now up goes the price of rollers. So much glycerine has been turned into smoke and dead men over in Europe that the market price has advanced by leaps and bounds, as the politicians say. The colors of the rainbow are on a vacation, as it were. Inks that once were sold as red, are now something else—and then some. What's left for us to do? Shorten up! Reduce the type and lessen the pages. For many years I have felt that considerable conservation could take place in the bundles of pulp. The world is getting too swift to turn over 24 pages when 12 would do as well. I understand that Mr. Munsey has reduced the size of his daily papers, and that the public appreciate his efforts is shown in the increase in circulation.

* * *

Newspaper ad. men and proprietors wear that doubtful look in some localities when a brother chip, it may be from a few counties away, tells them that dairy farmers, for instance, buy printers' ink and use newspaper advertising to a considerable extent when advertising auction sales. The doubtful look notwithstanding, I've known more than one farmer to spend from $20 to $30 for an ordinary auction sale of good grade stock. In many cases, the local printer has placed ad. copy for sales in three papers in surrounding towns and one city daily, and some farmers would go so far as to pay 15c per agate line in a "farm" paper. Twenty years ago, you couldn't extract that amount of advertising with a pair of 16-inch tongs and a mustard plaster. The younger farmer knows that it takes but few "bids" from the larger crowd to get his money back. Still, some papers advertise at the head of a page of "dead-head" auction sales: "If you get your bills printed at this office, your lists are inserted free in this paper." The very next line says: "If auction bills are printed in another print shop, 5c per line will be charged." The printer sells 100 half sheet auction sale bills for $3; 500 sixteenth sheets for $2, a total of $5, and then gives away, according to his own advertised newspaper rates, as much as $10 worth of space for $5 worth of auction sale bills.

* * *

Many times during the past ten years or so, I've urged proprietors to employ at least one apprentice. Times were good, and the proprietor did not "have time" to consider the labor supply. I knew that "the day would come," and it is here now. Along a stretch of railway over 200 miles in length is the richest part of the province of Ontario, in which distance are grouped upwards of 20 towns, the total number of apprentices in print shops will not reach a half dozen. In the bigger cities conditions are worse. What is the outlook? In five years if the apprentice question is not handled differently, where is the supply of printers coming from? Don't forget this either—the employee will feel the effects of the policy as well as the employer. The apprentice question is one that the bosses and the employees should discuss with profit to both. Every office should have at least one apprentice, who should receive fair remuneration and be developed as speedily as possible, so that he can return a fair quantity of printed work for the wage he receives. The old practice of depending on the other fellow to supply the journeyman printer has reached its limit.

* * *

While some printers were wearing the worried look punctuated with weary sighs, one fairly large printery put all its labor shortage in iron and steel. This concern purchased around twenty thousand dollars' worth of labor-saving devices. The authority for this statement is a member of the company. This corroborates what I wrote last month—the remedy for the labor shortage and the increase in printing is labor-saving devices. The war has taught us many things, and if it prys the printer from some of his set ways—well, regrettable as it is—it will be a twice-blessed boon. To read ads. and write to the advertiser, to listen courteously and attentively to salesmen, is a part of our education that pays handsomely on the time and postage spent. Canada will be the world's greatest paper workshop, then why should not Canadians gobble up the bulk of the world's printing. Don't hold up your hands and say this is visionary. Before the war, a couple of billions of production was thought to be among the castles of Spain. Now as a people we know that records are only made to be broken. Again, let me say, read the ads., write to the advertisers, and listen courteously and attentively to the salesmen. They are your friends, not your enemies.

* * *

There are so many combinations formed now to get a dollar-and-forty-nine-cents' worth of advertising for a dollar that I think it is about time that we in the advertising business did something ourselves. How many journeymen printers or apprentices go into a store and tell the merchant that they patronize his establishment because he uses printers' ink and lets them know what he has to sell? Put it another way, why do not printers, apprentices, ad. men, editorial writers, office girls tell the fellow who does not advertise that they cannot spend their spare change with him, because he fails to use the advertising columns of your paper? There are towns aplenty in this country where more than one or two merchants rely on the others to draw the people to their particular town. By that, I mean that half-a-dozen merchants advertise, and two or three are "too cheap" to advertise and help out. The half-dozen draw the people from the surrounding district, and the two or three get the benefit without contributing a penny.

Correspondence

THE EDITOR:

Your letter of recent date brings out a situation that in my estimation is of great value.

By combined effort, the publishers of Canada could doubtless do much to bring the Canadian markets attractively before the business men in the United States. In soliciting advertising for Canadian publications, for years past it has of necessity been my policy to first sell Canada. When a business man who is a believer in advertising realizes the splendid markets that await him in the rapidly developing country to the north, it is comparatively easy to interest him in advertising in Canada's leading publications. The advantage of a common language and customs, the ease of handling collections and credits, the easy and rapid transportation facilities without the necessity of special packing, are strong points that appeal at once and need but little argument. The great need, however, is to show them that there is a good market in Canada and that the tariff is not an impossible barrier.

If the men who control the policies of their concerns could be reached by a systematic steady advertising campaign, it should bear results to every publisher, printer, advertising agency, billboard company and sign manufacturer in Canada. It has been suggested that a campaign in journals reaching the advertising agencies and advertising managers would be of prime importance. Such a campaign, however, in my estimation should take secondary place. It is seldom the agency or the advertising manager that decides whether or not the Canadian field should be cultivated. This decision lies usually with the sales manager, the general manager, or the owner. Agencies who work on a percentage basis, in fact, are not attracted to the Canadian field because of the necessarily low advertising rates.

The man with the decision may be reached in many ways. Journals of efficiency and management usually interest him. Financial papers also are good mediums. In many communities there are local chambers of commerce, manufacturers' clubs, etc. Frequently they publish organs that are well read by their members. Such organizations who meet regularly are usually on the look-out for high-grade speakers with a message. It would seem that no better investment could be made by the publishers than to engage a man of ability, whose chief work would be to address the various business organizations of the States. He would have the opportunity and advantage of presenting his subject at the actual time the business man is interested and gives a willing ear.

To start such a campaign at the present time would, however, be unwise and unprofitable. American manufacturers right now are so glutted with orders that their chief interest is rather to secure raw material, workmen and increased manufacturing facilities than new markets for their goods. It is not too early, however, to prepare. It will require much work to get together the publishers and other interested industries. A fund will have to be raised and thorough plans made, all of which will take time. The work, however, should be done in advance so that when the psychological time arrives (which perhaps may be the war's end), all will be in readiness for a systematic, harmonious and efficient campaign.

E. J. MACINTYRE,
Publishers' Representative for Canadian
Trade and Technical Journals, Chicago.

April 12, 1916.

THE EDITOR:

I would like to get into touch with a Special Edition Man who can put on a special in a small town like ———.

Can you give the name and address of one who does this work? Yours truly,

April 16, 1916. (Name on request.)

Editor's Note.—Publishers and others able to provide the names of good special edition men are requested to communicate the desired information to PRINTER AND PUBLISHER.



E. J. MACINTYRE.

Author of the accompanying constructive letter regarding the "selling" of Canadian publications to American advertisers. Mr. Macintyre knows what he is writing about, since he is actually engaged, in Chicago, in the representation of Canadian publications.

THE EDITOR:

I received the other day a contract from ——— advertising agency, asking for 150 inches, top of column, adjoining reading matter, for ——— (an important national advertiser), for the munificient sum of 4c per inch, less the usual commission of 25 per cent. On returning the contract, stating that my minimum price was 8½c, with card enclosed, I received the enclosed contract, offering again 4c, any position. As a curiosity I enclose you this contract. The other I am having framed. Can they get other publishers to accept such contracts?

W. A. SHAW,
Publisher *The Times*.

Tilbury, Ont.
April 17, 1916.

Editor's Note.—In defence of this and other agencies, PRINTER AND PUBLISHER has to say that it and they "get away with" this sort of offer quite too often, and it is this success that makes it imperative on their part to "try it on" in every case where they think the contract may be accepted. An advertising agent to retain an account, must be able to obtain for his clients rates as low as any other agency, and knowing or believing that other agencies are buying space in many country weeklies at 4 cents an inch gross, he is forced to the position of trying to get this rate from many publishers of weekly newspapers.

If every publisher had Mr. Shaw's backbone—and many have—card rates would be paid cheerfully by advertisers and agencies. The one thing space buyers object to strongly is not the published rates, but the known instability of these rates. Resistance to offers of lower-than-card rates is often looked upon as a game of bluff in the early stages of correspondence, but when a publisher is found to be firm in his demand for his card-rates, it frequently happens that the contract will be placed with him at the proper price. Whether or not this particular contract is obtained, the publisher gains the respect and confidence of both advertiser and agent, and other subsequent contracts attest the new attitude.

The weak-kneed brother among the publishers of weekly newspapers is a sore trial to the fraternity.

THE EDITOR:

Some time ago I mailed you a copy of our edition of April 6th. It was our Spring House-Cleaning Number. The number was prepared in a hurry, having only a week's preparation, else we might have had in it more foreign advertising. But we were very well satisfied with the result of the edition, it securing for us nearly three pages of extra advertising.

I am sending you under separate cover a copy of one of our regular editions. We are printing all our paper now, our advertising columns expanding so rapidly that we were forced to do this.

This makes the second time that we have had to increase the size of our paper since our letter to you on August 25th, 1915.

Our subscription list has also grown, we having secured 27 new subscribers to date from the first of the month. While this number is not large, it shows that our circulation is steadily increasing, we having made no special canvas to secure new subscribers.

We thank you for the many helpful hints that you have given us from time to time and this letter will give you a little idea of the results they are bringing us.

S. R. ALGER,
Publisher the Tweed *News*.

Tweed, Ont.,
April 24th, 1916.

Editor's Note.—PRINTER AND PUBLISHER rejoices in Mr. Alger's success, and in the knowledge that it has helped him. What Mr. Alger in a town of 1,400 is accomplishing, others, if they have equal initiative and energy, can duplicate.

THE EDITOR:

IT HAS become necessary for us to open a new subscription book. Can you put us in touch with some weekly or triweekly newspaper that has adopted some modern method of dealing with subscription accounts. If you can do so we shall feel under an obligation to you.

We believe a few articles and an exchange of ideas published in your excellent magazine upon the subject of a properly arranged subscription book for weekly or semiweekly papers would be read with a great deal of interest and profit.

L. TAYLOR,
Manager The Pioneer Publishing Company.

Summerside, P. E. I., April 14, 1916.

THE EDITOR:

It seems to me that it is about time the printers of Canada started some agitation for their own protection and that of their customers, in view of the rapid increase of paper prices.

In the last month, prices in Winnipeg have advanced four times and we presume it is the same all over Canada. While there are a number of good reasons why prices should go up, one reason which is not a good one is the fact that a number of the large paper manufacturers have been shipping paper in large quantities out of the country.



W. H. QUINN.
Business manager, Public Press, Ltd., Winnipeg, writer of the accompanying letter calling for action by Canadian printers for their own protection against advancing paper prices.

This is hardly fair to Canadians who for a number of years past have been paying a protective duty to help build up the paper industry, and at this time when it is a question of choosing as to whom they will serve, these paper companies throw down the Canadians and sell outside the country.

The printers in the United States have taken up a similar matter quite strongly, and have petitioned the Government to establish an embargo on paper and all materials that go towards the making of paper.

It would seem that it is the duty of Canadian printers to take the question up in the same way, and I would be thankful if you would give this letter space in your columns.

W. H. QUINN,
Business Manager, Public Press, Ltd.

Winnipeg,
April 13, 1916.

Rouleau, Sask., April 20, 1916.

DISCONTINUE advertisement, as I have sold the machine. One insertion did the trick.

ANDREW KING,
Publisher *The Rouleau Enterprise*.

April 14, 1916.

WE MUST compliment you on your April number, as it contains many excellent articles of worth to printers of Canada.

CHAS. M. MUNDY,
Secretary-Treasurer, The Reformer Printing and Publishing Co., Oshawa.

Book Reviews

THE PASSING OF THE BUFFALO, by "Buckskin." Published by the Selkirk Press, Limited, Vancouver.

Here is an exceedingly pleasing and attractive little book, leather bound, to carry out the "Buckskin" suggestion.

The arrangement is after the drama style—acts and scenes, though there are no speakers. Yet the volume has its *dramatis personae*—Indians, Northwest Mounted Police, diplomats, soldiers, fur traders, cowboys, etc.; also the buffalo, wolves, grizzlies and coyotes: the scene North America. This is explained by the fact that it was written as the basis for a scenario writer to draw upon for an epic in film.

Viewed as a printer's product, the volume is very satisfying; cover, title page, typography, page treatment and stock—all are very good and highly creditable to the Selkirk Press. PRINTER AND PUBLISHER compliments the publishers on their enterprise and on the excellence of their product.

The little book will be placed on general sale throughout Canada and the United States. This is the initial venture of the Selkirk Press, which plans to engage in a nation-wide sale of high-class subscription books, and expects shortly to transfer its headquarters to an Eastern Canadian city.

Harry C. Stovel's Memories

PRINTER AND PUBLISHER regrets very much that it has had to omit from this issue the customary instalment of the "I remember" articles of Harry C. Stovel, of Winnipeg. It will be pleasing news to PRINTER AND PUBLISHER readers to know that these captivating reminiscences will continue for several issues.

* * *

As we go to press news has just been received of a disastrous fire which did damage to the plant and premises of the Stovel Company of Winnipeg, to the extent, it is said, of $400,000. The entire block, occupied by Stovel's, was destroyed. Four hundred employees are thrown out of employment.

The magnitude of this loss, and the growth of the business of the Stovel Brothers implied by it, make interesting, though unwelcome reading when placed alongside the records of the early Mount Forest days, and of the vicissitudes and struggles of the Winnipeg beginnings.

Printer and Publisher in New York

PRINTER AND PUBLISHER will exhibit at the Third National Printing and Allied Trades Exhibition at Madison Square Gardens, September 30—October 7, 1916. A booth in a very choice location has been taken, and plans are being formulated looking forward to an interesting and useful exhibit. These plans will be outlined in a later issue.

The point is: PRINTER AND PURLISHER recognizes its place of importance as a class publication serving the interests of the job printers and publisher-printers of the Dominion. Among such publications in America, the one produced in Canada is by no means least in size, "dress," and downright practical value; and it may and does confidently rear its head among its fellows and court the world's attention. But beyond any spirit of vainglory is this thought: In a great North American exhibition of printing and allied trades, Canada should be represented for the honor of Canada and her printers and printing.

Pelly, Sask., March 1st, 1916.

I EXPRESS my great appreciation of your valuable and instructive journal.

HENRY W. LEA,
Publisher, The Pelly *News*.

Recent Inventions to Save Time and Men

STEREOTYPE STEAM TABLE for newspaper, electric driven, automatic control, reasonably priced; big American dailies installing them.

MAKE-READY MACHINE—An English invention that will reduce make-ready time greatly. Not costly.

CONTINUOUS LOADER—Enables hand-feed presses to be kept in continuous operation.

EMBOSSING WAX—Very profitable. Always ready. Very simple.

STITCHING AND TYING MACHINE—Uses silk or cotton, and ties knot and leaves streaming ends on outside of cover. 1,000 per hour.

ROLLER TRUCK EXPANDING—For platen presses. Saves composition, and allows of roller adjustment as on cylinder presses.

ENGRAVING MACHINE—Copper, steel, agate, etc., 32 sizes of face can be engraved from 30-point letter. A wonderful invention.

RUBBER STAMP MACHINE—Stamps in eight minutes, or hard rubber sterotypes for printing. Not costly.

EMBOSSING WITHOUT DIES OR PLATES—As fast as ordinary printing.

ALWAYS-SET MITERING MACHINE—Reasonably priced. A machine long wanted.

The above items and notes are provided as helps to those short of labor or time for the doing of their work. Write PRINTER AND PUBLISHER.

NEWS ITEMS—MAINLY PERSONAL

T.P.'s Weekly will, after May 6, be known as *Today and T.P.'s Weekly*.

The London Evening *Standard* is now published from the office of the London *Daily Sketch*.

E. K. Whiting, publisher of the *Journal-Chronicle*, Owatonna, Minn., is president of the North-west Cost Congress.

General Manager F. W. Hild, of the Denver Tramway Company, has barred advertising signs from the sides and fenders of street cars.

The Chicago *Daily News* limits the amount of advertising space to a maximum of six full columns to any advertiser on Thursdays and five columns on Fridays.

Alvin S. Dunbar, formerly secretary of the Winnipeg Printers' Board of Trade, is now secretary of the Typothetae-Franklin Association of Detroit.

Russell Whitman, managing director the Audit Bureau of Circulations, was in Toronto last month, in connection with the work of the A.B.C.

La Metropole, which has been published as a special page in the London *Standard*, is again reaching its Belgian readers as a separate newspaper.

The proposed tax on advertisements appearing in British newspapers has been discarded, the Cabinet deciding that the newspapers had been too hard hit by the war to stand any further drains.

The New York *Tribune* is now supplying 300 newspapers in the United States and Canada with one or more features. Less than a year ago there were but fifty newspapers on the list.

Richard Harding Davis, the author and war correspondent, recently deceased, left an estate of $250,000. Charles Belmont Davis, brother of the decedent, is placed in charge of all the latter's literary works.

Newspaper publishers and editors from all over the country attended last month the annual meetings of the Associated Press and of the American Newspaper Publishers' Association.

The *Southern Woman's Magazine* is offering a choice of two tours, one through the Eastern United States and Canada, the other covering the Middle Western and Mountain States, all expenses paid.

Chuncin Cuhwei Chang, a Chinaman, is business manager of the Columbia *Spectator*, the college newspaper of Columbia University, which is known the world over. He is the first Chinaman to hold such a position in the United States.

With birthday congratulations from President Wilson, and a special anniversary number of twelve pages, the *Public Ledger* recently celebrated the beginning of its eightieth year.

The London *Daily News* has discontinued its early edition for Scotland, Ireland and Wales, in response to a request from the Board of Trade for the restriction as far as possible of long distance parcels, on account of congestion on the railways.



A. J. DENNE,

Vice-President and Manager of the J. Walter Thompson Co. of Canada, Limited, Advertising Agents, Toronto. Particulars relating to business changes in this agency are found on page 31, of this issue of *Printer and Publisher*.

Among those who delivered five-minute talks at the luncheon of the Bureau of Advertising, and of the A.N.P.A. at the recent annual meeting of the association in New York was J. F. MacKay, of the Toronto *Globe*.

The Hungarian authorities now limit the size of newspapers, according to their price. Papers which sell at one cent may not use more than six pages of ordinary size, while two-cent papers may use from eight to twelve pages. No newspaper may print more than twelve pages at a single issue.

Franc Woodward, formerly a Chicago press agent, is editing the American Legion magazine at Toronto, which advocates service by Americans in the British army. The postal authorities are said to be contemplating its prohibition from the United States mails for that reason.

The British & Colonial Press, Toronto, have obtained through the London *Daily Mail* the exclusive Canadian rights to all the features in the Northcliffe Press of England, notably the *Daily Mail*, the *Evening News* and the *Weekly Dispatch*. These include photographs, fashions, serial stories, children's tales and special articles.

Major George Haven Putnam, noted New York author and publisher, was in Toronto last month, addressing the Empire Club on "The Relation of the United States to the Issues of the War." He is president of the American Rights Committee, whose declaration of principles is a strong repudiation of the German policy.

Owing to the shortage of print paper, the Paris *Journal* is giving a particular day to the insertion of each class of classified advertising. Rates are also very high, personals and for sale ads. being charged at the rate of ten francs (about $2) per line, and situations wanted at the rate of five francs.

The advertising bill of the United States Government made necessary to get 25,000 recruits to fill up the regular army to war strength for purposes connected with the Mexican troubles, was, it has been computed, $2,171,000. It costs $87 per man to get them to enlist. The army gets twenty-five men by advertising, while getting one without advertising.

As a memorial to Mrs. Louise Knapp Curtis, wife of Cyrus H. K. Curtis, president of the Curtis Publishing Company, and publisher of the Philadelphia *Public Ledger* and the *Evening Ledger*, a school for developing the musical talents of poor children will be erected in Philadelphia. It will have an auditorium seating 300 and two roof garden gymnasiums.

The first week in May will be a busy one for newspapermen. Journalism Week, an annual event, will be observed at the University of Missouri, at Columbia; the Kansas Newspaper Conference, which will be held at the University of Kansas, at Lawrence, will be attended by three hundred editors of that State; and the Louisiana Press Association will convene at Baton Rouge.

Fred Mason, vice-president and general manager of the Shredded Wheat Company, was chairman of a committee which arranged entertainment for the 175 members of the National Editorial Association who passed through Niagara Falls, N.Y., on their way to New York. A trip through the Shredded Wheat plant, the power station and other scenic points of interest was provided.

Printers' Ink, in its issue of April 27, had a 2-page article dealing with the Small Trusts Campaign, conducted by the Canadian Government last year. The article tells of a similar 1916 campaign. Credit for initiating last year's campaign is given to F. W. Clement, manager of the Ontario Government Experimental Station at Jordan, Ont., and to J. R. Hastings, one of the chief orchardists in the Niagara district.

The London *Daily Chronicle* points out that at the present time a great deal of paper is wasted by printing an unnecessary

number of copies of newspapers, which have subsequently to be returned to the printers. It adds: "In the double journey thus made they also use transport which could be employed to much better purpose. The obligation of printing these unsold newspapers would cease if there were perfect connection between the producer and the buyer."

A slip is being put into the pay envelope of each employee of the New York *Evening Post* by Emil M. Scholz, the publisher, saying: "In view of the fact that the war has caused the price of everything entering into the making of a newspaper, both in editorial, business and mechanical departments, to be advanced anywhere from 10 to 3,000 per cent., employees of the *Evening Post* are urged to take this into consideration and to practice the strictest economy in all matters pertaining to the office. Your observance of this request will be appreciated."

It is understood that the Canadian Government is not planning advertising on any particular fruit for this year, but if it is seen that there are "bumper" crops of any fruit, newspaper space will be used to help sell it. In all probability, fruit growers and selling agencies of British Columbia will raise an appropriation, but whether the Provincial Government will supplement this, is not known. It remains with the fruit growers to say how much they will raise.

George Hough Perry, of New York, recently told forty Kansas newspapermen of a campaign now being planned by newspapers to fight magazines with the latters' own weapons, through the medium of a central advertising bureau. He showed that the magazines secure one-third of the total advertising of the United States, and of the remainder, city newspapers get four-ninths, leaving two-ninths for the country press. He stated that the low position of the country newspaper in the foreign advertising field is due to the lack of a central organization representative of the publishers.

French newspaper proprietors met recently to consider the best methods of meeting the scarcity of paper. The owners of the four largest Paris dailies had already agreed to limit their pages to four for five days of the week and to six on the other two, and this resolution was officially recorded It was then decided that certain papers which possess important stocks should come to the assistance of their less fortunate confreres to the extent of one-fifth of their own holdings. Furthermore, two sub-commissions were named to inquire into the most crying needs of the minor journals, and the most practical methods of coming to their assistance.

The Pall Mall *Gazette*, the London evening newspaper, owned by William Waldorf Astor—now Lord Astor—for twenty years, has been sold at auction. The sale marked the severance of Lord Astor from association with the newspaper world, the end of one of the most interesting chapters in English journalism. When Mr. Astor decided to become a British citizen, one of the first steps he took was to buy the *Pall Mall Gazette*, with the idea of working himself into favor with the Tory party. Previously the paper had followed a more or less independent policy, but once under the control of Mr. Astor, it became the most staunch supporter of aristocratic privilege and the old nobility. This delighted the West End clubs, and with the dinners and receptions given by Mr. Astor at his home in Carlton House Terrace, he soon became one of the most popular members of the "Upper Ten." Now he has been made a Baron and rumor has it, his ambition achieved, he has cut off all unnecessary expenses.

The American Newspaper Publishers' Association, in convention at the Waldorf-Astoria Hotel, New York, failed to indorse the widely announced plan of the world to have newspapers throughout the country publish, without charge, display advertisements in connection with the campaign for preparedness. The advisability of giving the space free was discussed with keen interest by those supporting and opposing the proposal, but the matter was not submitted to a vote, and resolutions condemning it were withdrawn soon after they were offered. As the matter stands, it is left entirely to the individual publishers to print the advertisement without charge as they think proper. However, most of those whose views were sought said they believed the Government, like Canada, should pay for its advertisements, and they wondered why the supporters of the plan seemed to attach so little value to all the publicity in the news and editorial columns of the press already given to the "preparedness" movement.

BRITISH COLUMBIA

The 67th Battalion, Western Scots of Canada, Victoria, B.C., produced a newspaper on the train which took them Eastward for overseas.

Co-operation in advertising for the mutual advantage of the cities of Vancouver and North Vancouver, and the municipalities of South Vancouver, Point Grey and Burnaby, is a proposed project that one hopes to see come to fructification.

James Lightbody, who for the past two years has covered city hall for the Vancouver *Province*, is now publicity director for the B.C. Electric Railway in Vancouver. "Jim" started on the Winnipeg *Telegram* under Colonel Porter and then went West.

The organization committee of the People's Prohibition Movement, of Vancouver, is publishing the "Prohibition Bulletin." The new journal is to be devoted entirely to the dissemination of news in regard to the prohibition movement, and will include committee gossip, reports of meetings, material for speakers and debaters, and in general work for the co-ordination of the work of the movement in British Columbia.

The new journal, it is understood, does not affect the arrangements made by the executive of the People's Prohibition Movement with the Vancouver *World* newspaper some time ago, whereby one-half of the receipts from the sale of male membership tickets in the movement is to be handed over to the *World*. The new organ is to supplement the news given in the columns of all the Vancouver papers, and is expected by the organization committee to prove a powerful aid in the work of the movement.

ALBERTA

H. Sansburn has severed his connection with the Claresholm *Review* office and entered into partnership with another printer in a job printing office in Calgary.

The Edmonton *Journal* has a carrier boy, aged 11 years, who covers a territory two miles, one mile including several farm houses, and who has succeeded in four years in building up his route from 35 to 90 copies.

After the opening of the legislature of Alberta, the newspapermen covering the session, elected the following officers: President, M. Burgess, Edmonton *Bulletin*; secretary, Q. W. C. A. Moffat, Calgary *News-Telegram*; executive, Roy Kelly, Calgary *Herald*; special correspondents, T. W. Quayle, A. M. Chapman.

The H. H. Hull Printing Co. is the newest acquisition to the printing establishments of Edmonton. Mr. Hull, who was formerly the manager and founder of the Edmonton Printing Co., has severed his connection with the old company and opened up under his own name. Mr. Hull is the oldest printer in Edmonton. The Edmonton *Town Topics*, a weekly newspaper, is owned and controlled by Mr. Hull and is now published from his new office on Jasper Ave.

SASKATCHEWAN

The Eston *Review* has installed a Cottrell & Babcock drum cylinder press, quarto size.

W. J. Kerr, who for two and a half years has been a member of the Nokomis *Times* staff, has joined the 195th Battalion at Regina.

Lance-Corporal Harold H. Dean, formerly of the Rosetown *Eagle* staff, has enlisted with the 188th Battalion.

The Audit Bureau of Circulations has recently audited the Moose Jaw *Morning News* and *Evening Times*.

A. M. Jones, formerly connected with the *Phoenix*, has started in the job business for himself, purchasing his plant from the Toronto Type Foundry, Winnipeg.

Fifteen members of the Saskatoon Typographical Union are now on active service. This does not include honorary or apprentice members, of which there are a number also.

G. W. Norman, job printer, has installed a new No. 5 linotype, with two extra magazines. Mr. Norman has been in the job business in Saskatoon for about 13 years and has one of the best equipped plants in the West, with an ever-increasing business.

The executive staff of the Saskatoon *Phoenix* is as follows: General Manager, T. K. McCallum; managing editor, James Cruikshank; editorial writer, J. T. Hull; editor women's page, Miss Clare Reese; sporting editor, J. E. Pheland; advertising manager, F. H. Flint; circulation manager, J. K. Falconer; mechanical superintendent, R. Hood.

MANITOBA

The rumor that the *Libre Parole*, a French weekly in Winnipeg, would soon become a daily is denied by the publishers.

V. C. Irons, late circulation manager for the E. H. Heath Co., has accepted a position with the McConnell & Fergusson Advertising Agency of Winnipeg, as copy writer.

The editorial and news rooms of the Winnipeg *Telegram* are manned by practically a new staff, the old employees having left to join the colors. Joseph Corbett is the latest staff addition. He is covering the police beat.

R. S. Hamilton, late circulation manager of the Winnipeg *Telegram*, has transferred to the Detroit *Times*, in a similar capacity. Mr. Hamilton has been in the employ of the Winnipeg *Telegram* for a number of years and was always considered a very "live" man in circulation matters.

Capt. W. J. Rowe, editor and proprietor of the *Western Canadian*, Manitou, has joined the colors, and taken up the duties of paymaster for the 184th battalion. When the war broke out the office staff of this paper consisted of the editor and three men, one of the staff immediately got into uniform and is at present in the trenches in France. In Feb., 1916, the editor donned the king's uniform, leaving the management of the paper to Mrs. Rowe, who is at present manager and editress. Mr. Rowe is a graduate of Manitoba University and in

connection with his newspaper work combined the professions of editor and lawyer.

J. L. Middleton, for several years circulation manager of the *Grain Growers' Guide,* and for the past eighteen months connected with the advertising department of the E. H. Heath Co., has been appointed circulation manager of the *Canadian Thesherman & Farmer and Motor and Sport*—both of Winnipeg, Man.

Recent additions to the advertising department staff of the Winnipeg *Free Press* include Charles E. Coling, who is now in charge of the selling force. Recently the *Free Press* prepared an elaborate "Honor Roll," showing the names of the members of the staff who have joined the army. It was painted in water colors by a well-known Western Canada artist.

The campaign for cleaner advertising has already been productive of results in Winnipeg. The crusade was opened by the *Telegram* early in February. The investigation department of the *Telegram* found that a stock claimed to have a value of $72,000 was not worth more than $30,000. A "doctor" was driven out of town. These are but two out of several investigations that had salutary effect.

The Manitoba *Free Press* has announced its second annual spelling bee, in which the scholars of the elementary public schools of the city are invited to compete. Preliminary contests will be held in the individual schools the end of May, and early in June the school champions will compete for the city championship. The *Free Press* gives a silver medal to each school champion and a gold medal to the city champion.

E. A. Weir, editor of the Winnipeg *Nor' West Farmer* for the past three months, has joined the editorial staff of the *Grain Growers' Guide* in the place of John W. Ward, associate editor, who enlisted in the "Dry and Hard" battalion a few weeks ago. Mr. Weir is an Ontario boy from Dufferin County and farm bred, a graduate of Guelph Agricultural College and was for two years with the *Farm and Ranch Review,* Calgary, before joining the *Nor' West Farmer.*

Lieut. W. Francis Chadwick, of the 44th Battalion, has been wounded in France, having received a gunshot wound in the head. He is now in the Duchess of Westminster Hospital, and his chances of recovery are excellent. Lieut. Chadwick is well known in Moose Jaw, having held the position of advertising manager of the *Daily News,* prior to his enlistment. Last summer he was assistant instructor at the School of Instruction in Winnipeg. He left Winnipeg a few months ago with the 44th Battalion, and proceeded to France almost as soon as he reached England.

The *Canadian Thesherman & Farmer,* of Winnipeg, is running at the present time a wheat estimating contest commencing 1st of April, 1916, and ending July 31st, 1916. The contest is open to everyone in Canada except residents of Winnipeg. To the first person who estimates the nearest to the number of whole kernels in 3¼ lbs. of No. 1 Northern wheat, a $725 Chevrolet automobile will be awarded. This is the fourth time a wheat estimating contest has been run by the E. H. Heath Co., Limited, the publishers, so it is no now feature in the West. Previous contests have netted large numbers of subscriptions and paid very well indeed.

Murphy Brothers, twins of the St. James *Leader,* celebrated their 56th birthday anniversary on April 19. Not only are they twins by birth, but the initials of their respective Christian names are identical, being Lewis Edwin, founder of the *Leader,* which incidentally completed its third year under his management on the previous day, April 18, and Luther Edwy, who joined his brother in St. James last October after being for seven years in Potsdam, New York



H. SANSBURN

Who has entered into a partnership with a printing firm in Calgary. Mr. Sansburn was formerly with the Clarecholm (Alta.) *Review.*

and prior to that in New York city. They were born in Athens, Leeds County, Ont., which was formerly called Farmerville, which name, however, because of the fame of its high schools as educational institutions, was changed to Athens, as being more appropriate than Farmerville. The Messrs. Murphy completed their educations at the Gananoque, Ont., high school, and served their apprenticeship to the printing trade on the Brockville *Recorder,* under the late David B. Wylie.

ONTARIO

Charles Clark has sold the Comber *Herald* to E. E. Lancaster.

Kent and Essex papers report advertising very brisk this Spring.

The St. Marys newspapers report business good in all departments.

Walter Strub of the Berlin *News-Record* has joined a training class at London.

Orvan Martin of the Berlin *Telegraph,* has joined the signalers of the 118th Battalion.

The Municipal World, St. Thomas, will soon move into new quarters on Talbot street.

The Woodstock *Sentinel-Review* has just concluded a profitable "missing word" contest.

The St. Marys *Journal* has given a bulletin and picture service daily since the war began.

Thomas Todd, a printer, who died in Toronto last month, left an estate worth $146,147.52.

The St. Thomas *Times* issued a patriotic edition, which was sold by the ladies, on April 19.

Wm. Powell, business manager of *Printer and Publisher,* spent a week in New York last month.

The 125th Battalion has now an official regimental newspaper, published by members of the battalion who are former newspapermen.

Frank S. Parrott, of the circulation staff of the Toronto *Mail and Empire* has enlisted.

T. T. Shaw, former editor of the Athens *Reporter,* has purchased the Renfrew *Journal.*

Clyde Kennedy of the London *Advertiser* reportorial staff is taking a training course for signalers.

The Printing Committee of the Chatham County Council accepted the tender of *The Planet,* for the year's printing.

Joe Walters, recently a reporter on the London *Advertiser,* has a commission in the 91st Elgin Battalion.

Jack Stirrett, for a time on the staff of the Toronto *Star,* has enlisted in a University of Toronto battery.

Hal. B. Donly, editor of the Simcoe *Reformer,* has been made honorary colonel of the 133rd Battalion, C.E.F.

R. B. Harris, secretary-treasurer of the Herald Printing Company, Hamilton, was operated on for appendicitis.

Walter Stringer, formerly of the Wyoming *Enterprise,* has qualified as an officer and is attached to the 161st Battalion.

W. R. Davies, Thamesville *Herald,* was a delegate to the Educational Convention, held in Toronto, the last week in April.

The Brantford *Expositor* has 23 former employees in khaki. The latest to enlist are Ernest Heatley and Albert S. Brooker.

C. W. Wilson of the Fort William *Times-Journal,* addressed a local organization The Jovians, on the subject of advertising.

The Toronto *Globe* delivery boys' fourth annual banquet was held last month. Fifty-four boys won prizes for good work.

The Shelburne *Free Press* entered on its 42nd year on May 6, 1916, and the 34th year of its present management.

Gordon Barkwell, formerly of the St. Thomas *Times,* and recently of the 7th Mounted Rifles, is recovering from an operation.

The Mitchell *Advocate* last month celebrated its 56th anniversary. W. R. Davis, who brought the paper into being in 1860 is still at the helm.

Captain Don Morton, formerly a member of the Windsor *Record* editorial staff, has been appointed to command a company in the 99th Battalion.

The Kingston *British Whig* has found a family in that city into whose home *The Whig* has gone uninterruptedly since its first issue in 1834.

E. E. Lancaster, who has been manager of the Madoc *Review* during the past two years, has gone to Comber, in the county of Essex, where he has purchased the *Herald* newspaper.

C. W. McDiarmid, formerly advertising manager of Ryries, Toronto, is now advertising manager of the Toronto *Daily News,* succeeding E. L. McArthur, who has gone to Montreal.

John S. Dingwall, manager of Hamilton *Spectator* branch office No. 2, has enlisted. Mr. Dingwall is one of the 34 members on the *Spectator* honor roll, who have answered their country's call.

R. B. Harris, secretary-treasurer of the *Herald* Printing Company, Hamilton, recently underwent an operation for appendicitis, is now believed to be out of danger and is regaining his strength.

The Grimsby *Independent*, Beamsville, announced in a full-page advertisement that the subscription price will be raised July 1st to $1.50 per year, consequent upon the greatly increased cost of producing a newspaper.

G. D. Davis, editor of *Hardware and Metal*, is taking a trip through the Western Provinces of Canada.

Theodore B. Allen has been made sports editor of the Fort William *Times-Journal*, succeeding J. V. Eberts.

Fire damaged the office of the Uxbridge *Times* to the extent of $700. The loss was covered by insurance.

Pte. William G. Davies, infantry, died of wounds. Pte. Davies for some time previous to enlisting was editorial messenger on The London *Advertiser*.

The Ottawa *Free Press* was instrumental in having the "Britain Prepared" series of films shown in Ottawa.

H. S. Hulme Goodier, formerly with the Port Arthur *News*, has become Port Arthur representative of the *Times-Journal*.

The scarcity of help has brought several employing printers to Ottawa recently, to interview Government departments.

Gordon Bennett, of the composing room staff of The MacLean Publishing Co., Toronto, has enlisted with the 170th Battalion.

James Gairdner, of the Toronto *Mail and Empire*, has received word that his son, Lieut. J. A. Gairdner, bombing officer, has been admitted to Arnoldi Hospital, suffering from an injured leg.

W. K. MacLean has purchased the Rodney *Mercury*, which has been owned and managed by Thomas W. Sims and run in connection with the West Lorne *Elgin Sun*.

Col. J. Wesley Allison, is a newspaper man to the extent of being owner of the Morrisburg *Leader*. He resided in Morrisburg, but has been operating extensively in New York.

James Farquharson, formerly a reporter on the Port Arthur *Daily News*, who enlisted at the commencement of the war, was wounded in October last, is convalescing in a hospital at Shorncliffe.

L. B. Duff, editor of the Welland *Telegraph*, and a widely-read writer on sports, has been appointed industrial commissioner of his home town. This work he will carry on in addition to his editorial duties.

Corporal John Neil has been wounded and is in a Canadian Hospital at Boulogne, France. Corp. Neil was employed by the Ritchie & Ramsay Paper Co. Corporal Neil was promoted after the battle of Loos.

Miss Rosamond Boultbee, of Toronto, special correspondent of The Toronto *Daily News* in the Near East, was received by the Queen of Rumania. Miss Boultbee has been in Russia for nearly nine months.

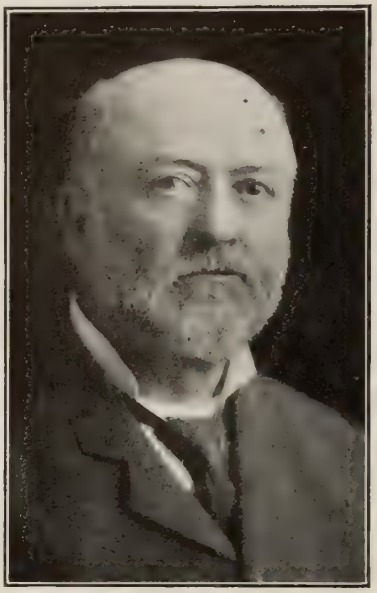
Hubert Hunt, on the Oakville *Star* staff for about eight years, donned the khaki as a member of the Oakville detachment of the 164th Battalion. His brother, Thos. Hunt, of the Toronto *Telegram*, is also wearing the King's clothes.

Each of the Owen Sound newspapers has a representative of its editorial staff an officer with the 147th (Grey) Battalion; Capt. D. R. Dobie, of *The Advertiser*, Capt. R. Pollock of *The Times* and Lieut. J. M. Dobie, of *The Sun*.

T. P. Owens, for many years one of the best known newspaper correspondents, and latterly associate editor of *Hansard*, has assumed his new duties as parliamentary editor of the debates, sharing with Albert Horton responsibility for the entire Hansard staff.

R. D. Warren is resigning his position as manager of the Standard Publishing Co., Toronto, publishers of the *Canadian Baptist*, an office he has held for twenty years. Mr. Warren was formerly proprietor of the Georgetown (Ont.) *Herald*.

Richardson, Bond & Wright, printers and bookbinders, Owen Sound, have issued a neat mailing card showing the portraits of members of their staff who have answered their country's call—six in number, Major G. D. Fleming, Co. Sgt.-Maj. A. F. Bond, Bandsman Robt Branscombe, Sgt. W. Innes, and Ptes. Joseph Crane and John Scoffield.



E. MUNDY

President of The Reformer Publishing Co., Oshawa, and who in his 79th year, still shares in the labors of producing the Oshawa *Reformer*. Mr. Mundy believes with reason that the distinction of being the Toronto *Globe's* oldest surviving ex-employee belongs to him. This distinction, it may be recalled has had other claimants.

Frank Elmore, the Toronto *Mail and Empire's* veteran sporting editor, has recently suffered a breakdown in health, which partially affected his memory. Latest reports, however, indicate that he is recovering nicely, and will soon be in harness again.

The plant of the Chronicle Printing Company, Port Arthur, is being offered for sale to the printers of Canada. An inventory has been prepared. The total value of plant and office equipment approximate $32,000. The *Chronicle*, it will be remembered, was recently merged with the Port Arthur *Daily News*.

Mrs. Margaret G. Sutherland, wife of George Sutherland, editor and publisher of the *Canadian-American and Western British-American*, Chicago, is dead, in Chicago. She was born at Embro, Ont., the daughter of Mr. and Mrs. William McKay. The marriage of Mr. and Mrs. Sutherland took place in 1891.

S. G. Beatty, who passed away recently in Los Angeles, Cal., in his 73rd year, was formerly one of the best known men in the publishing arena in the Dominion. For many years he was President and Managing Director of the Canada Publishing Co., Toronto. He was also the author of several educational works and is survived by three sons and two daughters.

Pte. Archibald Ian Mackenzie, who was formerly on the reporting staff of The Toronto *Evening Telegram*, is now serving with the 87th Canadian Grenadier Guards. Pte. Mackenzie, who is 28 years old, is a son of Ross Mackenzie, the famous lacrosse player for Toronto, and was engaged in newspaper work for the greater part of his career.

E. Blake White, fourth son of Editor White of the Milton *Reformer*, resigned his position in the Bank of Nova Scotia at Brussels, and enlisted in the Milton company of the 164th. Mr. White's second son, Fred C., is a lance corporal in the 76th Batt. at Barrie, and his eldest son, Frank L., formerly of Shelburne, is in mufti only because he failed to pass the doctor.

Edouard Daoust and Chester Argue, two office employees of the Mortimer Co., were recently presented with wrist watches, they having enlisted.

Thos. McGillicuddy, for the past seven years in the composing room of the MacLean Publishing Co., Toronto, has enlisted with the Army Medical Corps.

Anson Walker, late of the Dick & Walker Co., of Ottawa, has retired from that company and is now representing Jones & Sons, of London, in the Ottawa District.

Fred McLaughlin, formerly with the Standard Paint Co., Montreal, is with The MacLean Publishing Co., in its advertising department. He covers Eastern Ontario.

Harry Bellamy, editor and proprietor of the Dungannon *News* has joined the 101st Battalion. His paper has been merged with the Goderich *Star*, for at least the period of his absence.

Ottawa loose leaf houses have sent out circulars calling attention to the increased cost of paper. The advances in cost of bond paper in white and colors has seriously affected them.

H. H. Costain, lately of the Brantford *Courier* and Guelph *Mercury*, has joined the staff of the Toronto *Mail and Empire*. He is a brother of T. B. Costain, editor of *MacLean's Magazine*.

George Nillen, president and manager of the E. B. Eddy Co. was recently presented with fifty roses, on the occasion of completing fifty years' connection with this company.

John A. Head, the recently appointed business manager of the Galt *Reporter*, has moved his family to Galt from Fort William, where he was previously on the staff of the *Times-Journal*.

John Gibson was advanced from the copy-cutter's desk to that of superintendent of the Toronto *News* to take the place of W. J. Wilson, who resigned after many years' service.

The Toronto *News* displays in its Bay street window a volume of *The Leader* dated 1864. *The Leader* was the organ of the Conservative party, and was superseded by *The Mail* in 1872.

Miss Annie Shepperd, of the typewriting department of The MacLean Publishing Company, Toronto, stood second in the dictaphone typing contest at the recent Business Exhibition held in Toronto. Her record was 74 words per minute.

C. F. Hamlin, who resigned as city editor of the Woodstock *Sentinel-Review* to qualify for overseas service, has been succeeded by T. F. Wagstaff, for the past two years on the staff of the Toronto *Telegram*, and previously with the Greenock (Scotland) *Daily Telegram*.

The Kent County papers have participated in a big advertising campaign for the 186th Battalion. Capt. Angus of the 186th Battalion "The Kents," who is in charge of the advertising campaign, was editor of The Chatham *Planet* for ten years before donning the khaki.

Charles A. Smith, who is well known in Hamilton and Toronto as a newspaperman and sporting writer, has donned the khaki and is now connected wtih the 205th Sportsmen's Battalion, holding the rank of company quartermaster-sergeant. Sergt. Smith has been connected with newspaper work for the past eight years, during which time he was connected with the Toronto *World*,

both in Toronto and Hamilton, and the Hamilton *Spectator*.

The London Free Press, the St. Thomas *Times*, the Windsor *Record*, sponsored the British official war pictures, "Britain Prepared" in their respective communities. The London *Advertiser* successfully conducted the French official films some time previously.

The London *Free Press*, the Stratford *Beacon*, and other Western Ontario papers collected some extra advertising by means of a garden page, running over a period of six weeks, just concluding. Not only seed men and hardware men, but also real estate agents bought space on the page.

Over 6,000 copies of the Special Women's Patriotic Edition of the Owen Sound *Sun* were sold on the streets of Owen Sound on April 1st, and the proceeds, amounting to over $800, were divided between the Daughters of the Empire and the G. K. M. Hospital.

George Reeves, who two years ago sold the Cayuga *Advocate* and revived the Renfrew *Journal*, last week sold the *Journal* to T. T. Shaw, for some years of Chesterville and lately of the Athens *Reporter*. Mr. Reeves has some idea of retiring from newspaper work.

Capt. Dancey, who has been addressing meetings in aid of recruiting all over Western Ontario, has seen a lot of service at the front. He participated in the retreat from Mons. And was behind the German lines for five months. Ten years ago Capt. Dancey was editor of The Woodstock *Express*, leaving it to go West.

J. E. Atkinson, Toronto *Star*, chairman of the paper committee of the Canadian Press Association, and J. F. MacKay, Toronto *Globe*, one of the directors of the A.N. P.A., represented Canadian publishers at it s conference in New York of newspaper publishers and paper manufacturers on the paper situation.

"Andy" Miller, formerly well-known in Eastern newspaper circles, through his connection with the Toronto *Mail and Empire* and Ottawa *Free Press*, but for some years Publicity Commissioner of Calgary, is back in newspaper work, being now attached to the staff of the Toronto *Star*. He was recently sent to New York to cover the story of the munition contracts, in which J. Wesley Allison and his associates were involved, and turned off some good copy for his paper.

Fred. Landon, former Ottawa correspondent of the London *Free Press*, and recently assistant managing editor, has accepted an appointment to the position of chief librarian for London's Public Libraries. Mr. Landon has been in newspaper work for ten years and is widely and favorably known. A re-arrangement of the staff of the *Free Press* has been made, and Mr. Maxwell B. Cody, recently London representative for the Canadian Press, becomes night telegraph editor.

Speaking at a recruiting meeting at Woodstock, Lieut.-Col. Wright, of the One Hundred and Sixty-ninth Battalion, expressed the opinion forcibly that it would be a good thing if newspapers would cease paying attention to sports until after the war is over. Sports, he said, are drawing many young men away from military activities, and anything that would tend to minimize interest in sports and increase interest in the real business of the day would be a good thing.

G. Harold Fowler, until recently an employee of the St. Thomas *Journal's* advertising staff, has received another promotion. Mr. Fowler left St. Thomas about two months ago to become advertising manager of the Cobalt *Nugget*. A few days since the directors of the Nugget Company put an additional responsibility upon his shoulders by appointing him to take charge of the *Northland Post* at Cochrane, Ont., at the same time continuing to look after the local advertising of the *Nugget*.



FRED. LANDON,

London, Ont., formerly Ottawa correspondent of the London *Free Press*, recently appointed chief librarian of London public libraries.

Burdick A. Trestrail, well known in advertising circles in New York, who has been advertising manager of R. S. Williams & Sons Co., Toronto, has been promoted to be manager of the piano end of the business. Mr. Trestrail is also publisher of a music trades' journal.

A newspaper with all the latest war and commercial news, and suitable editorial comment is being issued daily by the prisoners of war at Fort Henry, near Kingston, Ont. The news will be culled from papers that come in to the prison daily, and one prisoner who owns a typewriter will rewrite and edit the items of interest.

David Williams, editor of the Collingwood *Bulletin*, and retiring President of the Ontario Library Association gave a fine address on the subject, "The Press and The Public Library," at the recent annual meeting of the Association in Toronto.

W. L. Tebo of Winnipeg, has arrived in Fort William to assume charge of the western associated press wires which supply the two daily papers at the head of the lakes. Mr. Tebo comes highly recommended from Winnipeg, the head offices of the association.

W. Hartley Robinson, former manager of *Canadian Motorist*, Toronto, and later identified with *American Motorist* and the Turner Advertising Company, Chicago, has enlisted for overseas service with the Royal Canadian Horse Artillery.

Gregory Clark, eldest son of J. T. Clark, of the editorial staff of the Toronto *Star*, and himself a clever young scribe, is taking the officers' training course, prior to accepting a commission in the 170th Battalion. A younger Brother J. T., jr., also of *The Star* reportorial staff, is attached to the 83rd Battalion, as a lieutenant, and will soon go overseas.

QUEBEC

J. M. Gibbon, General Publicity Agent of the C.P.R., has been appointed chairman of the Canadian Advisory Board of the Audit Bureau of Circulations.

A. G. Racey, of the Montreal *Star*, lectured, in aid of the Red Cross Society, in Quebec, his subject being "The War in Cartoon."

Canada's opportunity and Canada's danger in the unique conditions brought about by the war were presented by R. J. Younge, of Toronto, at a luncheon of Montreal Publicity Association.

Gabriel Breeze, many years reporter on the Montreal *Witness*, and a well-known writer on chess problems, has been appointed treasurer of Lakeview Cemetery Company, Limited, Montreal.

V. E. Morrill, manager of the Sherbrooke *Record*, has been reelected president of the Eastern Townships Associated Boards of Trade, an organization having a membership of about 3,000.

Hyman Edelstein, the editor of *The Canadian Jewish Chronicle*, of Montreal, has just published a volume of verse entitled "Canadian Lyrics and Other Poems." Mr. Edelstein is a scholarly young Hebrew who was born in Dublin, Ireland, and he received his education in Trinity College in that city.

That general business has revived to a point approaching ante-war conditions is evidenced by the state of the Montreal *Star's* advertising columns. Up to the 14th of April an increase over April, 1915, of 243 columns is shown. The paper states that it is obliged to decline a large number of desirable announcements from sheer inability to find space for them. The *Star's* circulation is now above 100,000.

William—or, as he was better known among his friends, "Bill" Scanlon, a former member of the editorial staff of the Montreal *Herald* is a prisoner of war of the Germans. He is confined in Doeberitz camp, declared to be one of the worst of the Teuton military prison reservations. Mr. Scanlon has been in the hands of the enemy for the past six or seven months. It is about three years since "Bill" Scanlon resigned from *The Herald* to take up newspaper work in Calgary.

The Montreal Mail Publishing Company has been sued for $1,000 damages by Henry Dalby, an editorial contributor to the Montreal *Herald*. During recent civic elections the *Herald* published an editorial criticizing the importation of detectives by the supporters of Controller McDonald, the Mayoralty candidate, who was backed by the *Mail*. *The Mail*, in its reply, said Mr. Dalby was the author of the *Herald* article. Mr. Dalby says the article in *The Mail* was untrue, false, and malicious, and denies authorship of the *Herald* article.

MARITIME PROVINCES

Hugh McNab, of McNab & Son, Printers, has recently been elected Alderman for the City of Halifax.

All the newspapers in St. John are supporting the campaign for the adoption of the daylight saving plan.

The St. John *Standard* is offering a year's course in any maritime university as an alternative to a trip to the Pacific coast, as a prize in a subscription contest.

G. Fred Thompson, assistant foreman in the mechanical department of St. John *Telegraph*, has enlisted in the 58th New Brunswick howitzer battery. He had been with the *Telegraph* for several years and was a valued member of the staff. As assistant-foreman he succeeded Albert Finnamore,

who is now overseas as sergeant-major of the 64th Battalion.

The Daily Post has been transferred from James Wallis to his son John J. Wallis.

W. M. Stewart, formerly of the Montreal *Standard*, has been added to the editorial staff of the *Herald*.

Carl C. Walker laid down his life in defence of his King and country. He was a former employee of Weeks Printing Co., Halifax.

Halifax is beginning to feel the effects of shortage of paper, and shortage of labor. Boys are not to be had at any price. Good bindery help is also very difficult to procure.

Roy Carmichael, late with the Montreal *Witness, the Daily Telegraph* and the Northcliffe papers in London, England, has been made financial editor of the Montreal *Herald*, succeeding Irwin D. Johnson, who has received an army commission and gone overseas. He has been with the *Herald* for about ten years.

The Fredericton *Gleaner* and the Fredericton Ministerial Association came into collision over the question of the liquor advertising published in the *Gleaner*. The Ministerial Association's side of the case was published in the form of a letter in the St. John *Telegraph*.. The Association resented what it declared was an unwarranted attack on one of its members, for views held and expressed.

Clarence Spooner, who died recently at his home in Providence, R.I., was well-known in newspaper circles in New Brunswick. In his early days, after newspaper experience in Boston, he came to Grand Manan and started the Island Press; later he founded the King's County *Record* in Sussex, and later established the King's County *News* in Hampton. From Hampton he went to Providence, where he owned and edited the *Labor Magazine* and the *Atlantic Homestead*.

James Seaton, for many years prominent in the printing business in St. John, died recently at his suburban home in Fair Vale at the age of seventy-three years. He was foreman for the late G. W. Day for thirty-eight years and afterwards established the business which is now carried on by his successor. For ten years he served the city as a member of the common council and then accepted the position of steward of the city lands. He was prominent in St. David's Presbyterian church and for twenty-three years was chairman of the board of finance, later serving as elder. He is survived by one son and one brother.

A Souvenir Edition of the Summerside (P.E.I.) *Journal* was recently issued to commemorate the 50th anniversary of that publication. The planning and arrangement of this memorial edition was among the last journalistic work of the late W. A. Brennan, who died in the harness. This souvenir edition contains an excellent photograph of the late Mr. Brennan, and a short sketch of his life. His own hand, is to be seen in the descriptive sketch of the history of Summerside from the time it rose out of the wilderness that was known as "Green's Shore." The edition is well printed and bound in large magazine size. It is liberally illustrated by cuts of the chief buildings and places of interest in Summerside and is altogether a very creditable piece of workmanship.

John Wallace, for many years identified with the Woodstock, N.B., *Sentinel*, is probably the oldest practical printer in that province to-day. Fifty-six years ago Mr. Wallace began the study of the "art preservative of all arts," and six years later managed what was probably the first weekly periodical to be printed within the confines of Victoria County. It was a small sheet, of the "blanket" variety, and was published at Grand Falls for the Hon. John (now Senator) Costigan and his business associate, William Hart. It gave up the ghost after a precarious existence of one year, the *Sentinel* acquiring the plant and, incidentally, the services of Mr. Wallace as well, since which time he has resided continuously in Woodstock as a member of *The Sentinel* staff. Mr. Wallace recently retired from active business.



LIEUT.-COL. ARTHBUTNOT BLAINE,

who has just retired from the foreman ship of J. A. McMillan's bindery, St. John. He has been with this firm for 71 years. His employers are continuing him on their pay-roll on full pay.

A remarkable business record has been closed with the retirement owing to advancing years of Lieutenant-Colonel Arbuthnot Blaine from the foremanship of J. & A. McMillan's bindery, St. John, N.B. Seventy-one years he has been with the firm. Going there as a boy of fifteen, in the year 1845, he has been continually connected with the growing business of the house, and has been an important factor in this growth. How well thought of he was by the firm is shown in the following notice issued to the employees of the bindery:—"On account of advancing years and, after a large and useful service which is probably not equalled by any binder on the continent, Colonel Blaine has requested to be relieved of the active duties of foreman of our bindery. In accordance with the policy of this business, Colonel Blaine will be retained in our employ on full pay, but with liberty to go and come as he pleases. Grover Watts has been appointed foreman. He will reorganize our bindery and will have full control of the entire staff, and we bespeak for him the loyal co-operation and support of all in our employ."

NEWFOUNDLAND

P. K. Devine is making quite a success of his new publication, "Colonial Commerce," and it is hoped soon to publish it as a weekly.

During the first two weeks of March practically the whole staff of the Twillingate *Sun* were on the sick list. Not a single issue of the *Northern Illuminator*, however, was missed.

Private Carmichael, of the Newfoundland Regiment, formerly of the St. John's *Evening Herald*, has recovered from his severe illness. Tom hopes soon to get to the firing line.

C. F. Garland, formerly of the St. John's *Daily News* staff, and at present a sergeant in the Newfoundland Regiment, received a wound during the fight on the Gallipoli peninsula. He has recovered and is again in the fighting line.

W. F. Lloyd, LL.B., D.C.L., editor of the St. John's *Evening Telegram*, was admitted to the Bar of the Newfoundland Supreme Court on the 4th of April. Mr. Lloyd has assumed law practice. His successor as editor of the *Telegram* has not yet been announced, but is expected shortly.

The sixtieth edition of the Newfoundland *Quarterly* was published at St. John's, Nfld., the first week in April. On its cover is shown views of the Military and Naval decorations won by the Newfoundland soldiers and sailors in the attack on the Dardanelles. The magazine is profusely illustrated, and contains about fifty pages of interesting reading matter.

"$2.00 for 500 letterheads, cards, billheads, envelopes, dodgers. *High-class work.*"

The foregoing is clipped from a Vancouver newspaper, and it is somewhat puzzling to understand how "first-class work" can be furnished at such a rate in a city with a weekly scale of between twenty-five and thirty dollars, and pay for stock, etc., and keep the sheriff from the door. In order to do so, they must "soak" somebody sometimes.

On the 7th of April, A. B. Morine tendered his resignation as member of the Newfoundland House of Assembly. Over thirty years ago Mr. Morine came to St. John's, Nfld., from Queen's County, Nova Scotia, to accept the editorship of the newspaper, *Mercury*, long since ceased publication. During his residence in Newfoundland, Mr. Morine has had an interesting and varied political career. He now leaves the Colony to resume residence in Canada, and it is rumored that he is to be given a judgeship of the Dominion.

One of the chief events in newspaperdom in Newfoundland the past month is the election of Dr. W. F. Lloyd, editor of the St. John's *Evening Telegram*, to the leadership of the Liberal-Union political party of the Colony, being the opposition in the present Newfoundland Legislature, Dr. Lloyd came to Newfoundland from the Old Country about a quarter of a century ago, and was for several years Head Master at Bishop Field College. Some years since when A. A. Parsons resigned the editorship of the St. John's *Evening Telegram* to accept the appointment of Governor of the Penitentiary of that city, Dr. Lloyd was appointed as his successor on the *Telegram*. Dr. Lloyd represents the district of Trinity in the House of Assembly, and is considered one of the most powerful debaters comprising the personnel of that institution.

The Dead

Charles B. Wolffram, the publisher and editor-in-chief of the New York *Herald,* the *Morgen Herold* and the *Sonntags Herold,* is dead.

Wilfrid Philip Ward, author and editor of the Dublin, Ireland, *Review,* is dead, aged sixty years. Deceased, who was a son of the "Ideal" Ward of the Oxford Movement, was the author of several religious and biographical works, and besides his educational and editorial activities was a voluminous contributor to the leading English Reviews.

Chester P. C. Stein, sporting editor of the Winnipeg *Tribune,* and a former Londoner, died in that city in his 31st year. About 10 years ago he moved to Winnipeg and joined the *Tribune* staff, remaining with that paper until his death. He was regarded as an authority on athletics in the West.

STEPHEN FISKE

Stephen Fiske, author, dramatist, and once widely known as a journalist and war correspondent, is dead at the age of 76.

RICHARD FITZGERALD

Richard Fitzgerald, in his lifetime a well-known journeyman printer, and for many years employed in the job printing department of the Quebec *Daily Telegraph,* is dead at the early age of 23 years.

PETER HUNTER

Peter Hunter, of Kingston, is dead. At one time he was mechanical superintendent of the Kingston *News* and previous to his illness had been employed at the Jackson Press. The deceased learned his trade at the *News* office.

CHAS. KIDNER

Charles Kidner, a well-known printer of Hamilton, is dead, in his fitieth year. Deceased was a son of the late Charles Kidner, a former employee of the Hamilton *Spectator.* He learned his trade in the Times Printing Company and then went to the Robert Duncan Company as superintendent. After serving several years at the trade he started in business for himself. Mr. Kidner was active in military circles.

CLARENCE SPOONER

Clarence Spooner, owner and editor of the *Labor Magazine* and the *Atlantic Homestead,* Providence, R.I., whose death occurred in the Providence Hospital, on March 29, spent some years as a publisher in the Maritime Provinces of Canada. He founded the *Island Press,* Grand Manan, N.B.: then went to Sussex, N.B., where he established the *Record,* and later to Hampton, N.B., where he started the King's County *News.*

DAVID DOUGLAS

David Douglas, who for several years was editor of the *North British Review,* died at Edinburgh, Scotland, on April 3. One of his greatest services as a publisher was the bringing out in 1882 of a cheap series of reprints of American novels. The series had a great popularity and introduced to the British public, virtually for the first time, several American authors, including Henry James and W. D. Howells.

J. E. BRAUND

James Edward Braund, widely known in newspaper circles, is dead, in Toronto. Deceased was connected with The Mail Printing Company, Toronto, for over 30 years. Starting in as a clerk in the mailing room, Mr. Braund at the time of the amalgamation of the *The Mail* with *The Empire* became foreman of that department, and occupied the position until the time of his death.

DUNCAN MACGREGOR CRERAR

Duncan Macgregor Crerar, a former esteemed resident of Stratford, a man who attained prominence as a lieutenant in the local militia, a veteran of the Fenian Raid, is dead. He went from Stratford to New York, where for many years he was a member of the staff of the *Scottish American.* After his return to Crieff, Scotland, he remained a constant reader of *The Beacon,* to which in his Stratford days he was a frequent contributor.

EDWARD FARRER

Edward Farrer, one of Canada's most distinguished journalists, is dead. He was in his 66th year.

The late Mr. Farrer, who was born in England of Irish parentage, was educated at Stoneyhurst, Eng., and the Jesuit College in Rome. He came to Canada in 1870 and joined the editorial staff of the old *Daily Telegraph* at Toronto.

On the establishment of The Toronto *Mail,* two years later, he joined that paper in a similar capacity. In 1874 he went to Ireland as an immigration agent, and went to The New York *World* as foreign editor. From 1882 to 1884 he was editor-in-chief of *The Mail* and afterwards went to Winnipeg, where he conducted *The Times and Sun.* Subsequently he was on the editorial staff of the Toronto *Globe,* but retired from active newspaper work in 1892. After this he resided in Washington, but returned to Canada in 1905, and had since been a magazine writer and correspondent of The London *Economist.*

HON. J. R. STRATTON

The Hon. James Robert Stratton of Peterborough, former member of Parliament for West Peterborough from 1908 to 1911, and member of the Legislature for the same constituency from 1886 to 1905, being Provincial Secretary from 1899 to 1905, died last month at Hot Springs, Ark., where he spent the last two winters.

Mr. Stratton was a widely-known and influential figure in three spheres—business, politics and journalism. As proprietor of The Peterboro' *Examiner* he was a potent factor in the up-building of the Midland counties; as President of the Dominion Permanent Loan Company of Toronto and director of other companies he was a prominent financier, while as Provincial Secretary in the Ross Cabinet of Ontario, he was a hard-working administrator and active political worker.

Mr. Stratton was born at Milbrook, Ont., on May 8, 1858. After an education at the Peterboro' Collegiate Institute Mr. Stratton entered journalism on *The Examiner,* a paper he afterwards built up to considerable success.

GEORGE WASHBURN SMALLEY

George Washburn Smalley, a veteran and versatile American journalist, passed away last month at the age of eighty-four, in the city of London, where he had resided during the greater part of his professional career. His first journalistic work was done as field correspondent for The New York *Tribune* during the first two years of the American Civil War: 1861-62.

S. G. BEATTY

A well-known Toronto publisher has passed away in the person of Samuel G. Beatty, who died on March 27 at Los Angeles, California, in his 73rd year. Mr. Beatty was born in July 18, 1843, in Toronto. When he had completed his education in the city he went to Belleville in 1862 and there founded the Belleville Business College, the first of its kind in Canada, and which is still in existence. In addition he wrote a number of educational works, including "The Canadian Accountant."

In 1884 he returned to Toronto, became connected with the Canada Publishing Company, and was for many years its president and managing director. He retired from this firm some years ago, but played a large part in the business life of the city, being a director of several companies, including the Canadian Mortgage Company and the Bank of Hamilton, as well as being vice-president of the Manufacturers' Life Insurance Company.

L. E. Waters, of L. E. Waters & Son, printers, of Montreal, is dead. Mr. Waters was in his sixtieth year and had retired from business some eighteen months ago. He was born in Montreal and had been connected with the printing busines for thirty years.

RICHARD HARDING DAVIS

Richard Harding Davis, novelist and war correspondent, died of heart disease at his home in Mount Kisco, N.Y.

Davis was born in Philadelphia in 1864, his father being editor of the *Public Ledger.* His mother, too, was a well-known writer. After attending two universities, he became a reporter on the Philadelphia *Record* in 1887. His first chance to become a war correspondent was on the occasion of the Graeco-Turkish War. From there he hurried to the war in Cuba, then to South Africa, and afterwards to Manchuria, for the Russo-Jap War. Also he "covered" various revolutions in Central and South America, and went to Vera Cruz with the American expedition. Early in the present war he went to Belgium and France, and, at Brussels, was nearly shot by the Germans as a spy. He edited *Harper's Weekly* for a short time, but resigned in 1892 to travel in Europe, Asia, and the Belgian Congo, where his revelations brought about sundry reforms. He reported the coronation of the Czar in 1896. He was the author of many books of fiction, short stories and special studies based on his travels and experiences. His plays include: "The Taming of Helen," which received its premiere in Toronto some years ago, at which Mr. Davis was present.

EDWARD MORRISON

Edward Morrison, for many years a resident of St. Lambert, Quebec, but for the past one of Longueuil, is dead, at the age of 62 years. He was for 45 years employed by the *Daily Witness* as foreman of the press room. Many of the pressmen in different parts of Canada and the United States received their early training in press work under the late Mr. Morrison. He was a pioneer in the modern printing business, starting in the old days when appliances were comparatively primitive and ending with the most modern high-speed machines. He retired from active work about two years ago.

PRINTERDOM

LINOTYPE INSTALLATIONS

Six Model 9 four decker linotype machines have been installed in the printing establishment of *La Presse,* Montreal.

I. H. WELDON

I. H. Weldon, President of the Provincial Paper Mills Co., Toronto, has returned after spending a few days at French Lake, Indiana.

INTERTYPE CORPORATION DIVIDEND

The Intertype Corporation on March 29 declared a quarterly dividend of $2.50 a share on the first preferred stock to holders of record on March 31. This is equivalent to 8 per cent. per annum.

RIORDON COMPANY OFFICIALS

At a meeting of the Directors of the Riordon Pulp & Paper Company held a few days ago, the following officers were elected for the ensuing year: Charles Riordon, president; Carl Riordon, vice-president and managing director; C. E. Read, secretary; Fred B. Whittet, treasurer.

THE DEMAND FOR KRAFT

Since the outbreak of the war the price of Kraft paper has doubled, and is now selling at 8 cents, as against 4 at the commencement of the struggle. The advance in price has been of the greatest possible benefit to Canadian producers of Kraft such as the Wayagamack Pulp & Paper Company. The foreign imports of Kraft have been cut off by the war, and local manufacturers have the field to themselves.

NEW DIRECTOR OF RIORDON COMPANY

James S. Douglas, who is secy.-treas. of the Mail Printing Co., Toronto, has been elected a director of the Riordon Pulp and Paper Co., taking the place of the late John G. Riordon, of Toronto. He is a nephew of Charles Riordon, President of the Company, and a son of W. J. Douglas, General Manager of the *Mail and Empire.* The latter has been spending a few weeks in California.

MAKING PRINTERS' ROLLERS

The Winnipeg Printers' Roller Works, 175 McDermot Ave. E., Winnipeg, recently commenced the manufacture of printer's rollers. They claim to have the largest gatling gun process in Canada, the plant consisting of 10 gatling guns of various sizes. The manager, F. E. Jones, has been in this business for twelve years, four years being spent with Samuel Bingham Co., Chicago, and the remaining eight years in Winnipeg.

EARNED EIGHT PER CENT.

Earnings of the Wayagamack Pulp and Paper Company for the month of February are stated to be equal to 8 per cent. on the common stock, or around $400,000. This increase, according to reliable interests, is due to the big advance in all lines of papers being manufactured, and also to the greater demand for supplies. The plants are working at full capacity, and are likely to continue to do so for a considerable period with a corresponding increase in earnings for the coming months. The common stock of the company amounts to $5,000,000.

DANIEL BAKER

Daniel Baker, until recently manager of the Toronto Graphic Arts Board of Trade has withdrawn from this work. It is not very certain that Mr. Baker will have a successor; though as one member stated to *Printer and Publisher*: "If the offices of the Board be re-opened with a manager in charge, that manager will be Daniel Baker." This voices the esteem and admiration in which Mr. Baker is held, both for his gifts and for his character. During his residence in Toronto, Mr. Baker conferred honor on Canada.



DANIEL BAKER

Formerly Manager of the Graphic Arts Board of Toronto, who has returned temporarily, it is hoped, to the United States. Intellectually, in printing culture, and in broad experience, Mr. Baker is one of the big men in the Printing Worlds of two hemispheres.

EXHIBITION OF AMERICAN PRINTING

The Catalogue of the Exhibition of American Printing, held March-April, in New York, under the auspices of the American Institute of Graphic Arts, is in itself a fine exhibit of good typography, and as a record of a very important event is valuable. Furthermore, the catalogue, considered as an interpretive document, is both unusual and very greatly to be commended. The type, as well as the arrangement of the catalogue, was the work of Frederic W. Goudy.

This catalogue is one that will be preserved and treasured by every lover and student of printing.

TYPO ELECTION MAY 24

The annual election of officers of the International Typographical Union will be held May 24 throughout the United States and Canada, according to an announcement by Marsden G. Scott, President of the organization, at the headquarters in Indianapolis.

Neither President Scott nor First Vice-President Walter W. Barrett of Chicago, will have opposition, but John W. Hays, Secretary-Treasurer, will have as his opponent W. E. Merritt of Houston, Texas.

Six candidates for delegates to the American Federation of Labor, four to be elected, are to be endorsed. Among them is Hugh Stevenson, Toronto. It is expected about 60,000 votes will be cast, and that it will require about two weeks to count the ballots.

WINNIPEG NOTES

James Christer, of Victoria, B.C., is a recent arrival in the city, and is with the *Free Press* job room.

The Victoria local is negotiating a new scale, but up to the present nothing definite has been arranged.

S. Foot, for many years chairman of the Willson Stationery Co., has forsaken the job end, and is now on the *Telegram.*

Frank Denner, of Crandall, Man., is back as an operator on the *Free Press.*

E. B. Brown, an employee of the *Free Press* some thirteen years ago, is again on this newspaper.

THE WORLD'S PAPER AND BOARD PRODUCTION

Up to the outbreak of war, about 37 per cent. of the paper manufactured throughout the world was produced in the United States of America, which are also to be credited with the production of about 60 per cent. of all the boards manufactured. Dealing with belligerent countries, in respect of paper the percentages of production are as follows:— Germany, 17.1; England, 11.1; France, 7.6; Austria-Hungary, 4.4; Canada, 3.2; Italy, 2.9; Russia, 2.8; and Finland, 1.2. With regard to the manufacture of boards, Germany's production is equivalent to 11.8 per cent.; that of France to 5.8; Canada, 3.2; Austria-Hungary, 2.2; Russia, 1.5; and England, 1 per cent.

SALESMANSHIP CONGRESS

The World's Salesmanship Congress to be held in Detroit, July 9-13, will assuredly be notable. For one thing this assembly will be the first of its kind. It has been endorsed by many distinguished individuals, bodies and selling organizations. H. Gordon Selfridge and Sir Thomas Lipton in England have cabled their acceptance of an invitation to act on the executive committee.

Salesmanship may very truly be regarded as the world's greatest business. Advertising, tremendous force that it is, is but a phase of Salesmanship. The Detroit Congress is likely to be the forerunner of many similar meetings. Advertising managers of publication and sales managers of printing houses who can and will attend this Congress are certain to receive strength and inspiration.

PRINTING TEACHERS

The first annual convention of the Eastern Section of the International Association of Teachers of Printing was held last month.

WASTE PAPER DEALERS ENLARGE

The Levi's, waste paper dealers, have had to further enlarge their warehouse and yard, which now includes 100-102 John St., Toronto.

HOE INSTALLATIONS

Among orders recently secured by R. Hoe & Co., are the following:

A specially designed double quadruple octuple press of the central folder pattern for the Toronto *Globe*.

Color deck for the Winnipeg *Tribune*.

A 64-page press for T. Eaton Company, Toronto.

ADDRESS ON PAPER MAKING

F. R. Close, chairman of the technical committee of the Hamilton board of education, addressed the technical school pupils on the subject of Paper and Paper Making. After an introductory historical outline the speaker classified papers into writing, printing, wrapping and building papers, and discussed the raw materials used in their manufacture. Besides giving a detailed explanation of the sulphide and soda processes by which spruce and poplar respectively are converted into paper, Mr. Close explained numerous technical details of paper making, including watermarks, fillers, surfaces and finishes of various kinds. Samples of wood pulp in different stages of manufacture and of various kinds of paper gave an added interest to the address.

In a strong appeal for conservation the speaker stated that in four days the pupils of the Hamilton public schools had collected for the Red Cross association no less than 73,860 pounds of waste paper, 7,625 pounds of rags and 2,253 pounds of rubber, which sold for over $1,000.

SAVING RAGS AND PAPER

The Red Cross Society in Toronto, Hamilton and other cities have made arrangements whereby several thousand bags will be distributed in residences and places of business. The bags are marked with a red cross and householders and business men are requested to deposit waste paper, rags, etc., in the receptacles which will be called for every two weeks, the trip being made by motors. It is the intention of the Red Cross Society to sell such articles which now command high prices in the rag and paper stock market, and thus the funds of the society will be materially benefited. The Department of Trade and Commerce, Ottawa, has also sent out notices through its Weekly Bulletin stating that, owing to the present war conditions, the demand for rags and old papers has increased to such an extent that all housekeepers would be performing a public duty if they would preserve every scrap of this class of commodity.

HEAD LETTER LINOTYPE INSTALLATION

The *New York American* and *Journal* recently installed a new head letter machine which is the first of its kind ever built. Another one just like it was displayed by the Linotype Company at the convention of the American Newspaper Publishers' Association at the Waldorf Astoria Hotel, New York.

The new machine which will set as large as 60-point caps, and includes 54 and 48 point, is a cap layout only, the keyboard having an entire different arrangement from the ordinary head letter equipment. The assembler, which is built to assemble large mats and will admit a 60 point cap "W," is of the ordinary type. The first and second elevators and first distributor box are of the ordinary type also, but the distributor screws are changed radically, there being a greatly increased pitch to the screws, while the speed of the lift has been slightly diminished. This has the effect of slower action on the part of the distributor box, while the screws carry the mat to its proper location much more rapidly.

The matrices are changed to a considerable extent over the old models. For instance the cap "W" is run in the lower-case "o" channel, the lug of the matrix being about the centre of the mat and the overhang on both sides of the lug extending over both the lower-case "i" and "n" channels.

The verges, reeds and keyboard cams are confined to those letters in actual use, which are forty-eight in all.

Below appears a sample of the 60 point type:

60 LINOTYPE Pt.

The keyboard has a system of connecting bridges on the lower reeds by which some of the letters are actuated while the other lower reeds are not used at all. In other words, the keyboard is arranged on a layout that does not correspond with the magazine layout, this being necessary on account of the extreme size of the matrix.

The mold, which is of the universal type, has the ordinary head letter standard body, with an especially recessed cap, and produces an extraordinary strong and powerful slug which is necessary for this kind of work.

Aside from these features the machine is the same as the Model 4.

RECENT LINOTYPE SALES

La Presse, Montreal, 6 model 9 (four decks), with 10 model 4, previously purchased, makes this the largest newspaper mutiple magazine plant in Canada; Brockville *Recorder* and *L'Action Sociale*, each a model 19, the first of the newest models in Canada, advertised in *Printer and Publisher* last month for the first time; St. Catharines *Standard*, three deck, model 8; H. Hull, Edmonton, three deck, model 8; Edmonton *Bulletin*, repeat order for model 14, three decks and auxiliary; Medicine Hat *News*, model 14; *Le Canada*, Montreal, one model 14, and 5 model 5; T. Eaton Co., Toronto, model 9, 4 deck; Belleville *Ontario*, model K, two decks; St. Thomas *Times*, model K; Barrie *Gazette*, model K; Stettler *Independent*, model 5; Prince Albert *Herald*, model 5; Levis *Liquotidien*, 2 model 15; Bracebridge *Gazette*, model 15.

PAPER SHORTAGE

Following is the text of a poster sent out by the Canadian Minister of Trade and Commerce:

Please post in a conspicuous place. Department of Trade and Commerce, Ottawa, Canada. Shortage of paper material—Save your waste paper and rags.

The attention of the Department of Trade and Commerce has been called to the fact that there is a serious shortage in Canada of raw material for the manufacture of paper, including rags and old papers.

A very large quantity of different kinds of paper and paper-board is manufactured every day in Canada and a large proportion of this, after it has served its purpose, could be used over again in making some class of paper. Much of it, however, is either burned or otherwise wasted, and has to be replaced by new, raw material.

It is of great importance now that this waste should be stopped and that the saved material should be used to reproduce fresh supplies. In this way new raw material could be conserved and substantial sums realized from otherwise wasted material.

The Department of Trade and Commerce is glad to bring this matter to the careful attention of the public. A little attention to the saving of rags and old papers will mean genuine relief to our paper industry and a diminishing drain upon our sources of supply for new materials.

The rags and papers thus saved can be readily disposed of through the usual channels of collectors and dealers in these articles, and through the industrial department of the Salvation Army, in the principal cities.

GEO. E. FOSTER,
Minister of Trade and Commerce.

WASTE PAPER PROFITABLE

A baler, 25 or 50 old sugar bags, and a few hooks at a cent or so apiece, and the town printer is equipped for a very profitable sideline. Go to the merchants and ask them to place their waste paper in the sugar bags suspended from hooks in convenient places; gather them when filled and replace with other bags. An old shed or out-house for storage till a car-lot is gathered—little rain water will make it heavier if the roof leaks. Old newspapers may be purchased from the boys very cheap. Do not pay too much for them, the price varies so, and put the old paper in separate bales. They fetch more that way than if mixed. Old cardboard boxes, letters, envelopes—anything paper that can be made into pulp—brings good prices. When you get a carload, which will not take very long, write to dealer for prices. Old paper is a good sideline.

U. T. AND F. C. NOTES

The Cost Committee of the United Typothetae and Franklin Clubs of America, at a meeting held at the National office, on April 12 and 13, discussed plans for advancing further activities of the Standard Cost System.

The Executive Council, United Typothetae and Franklin Clubs of America, had its quarterly meeting held at National Headquarters on April 14 and 15. A resolution was adopted for the National organization to join the National Conference Board on Safety and Sanitation. The National Convention will be held at the Traymore Hotel, Atlantic City, on September 12, 13 and 14.

Members of the United Typothetae and Franklin Clubs of America are urged to send their 1915 Statement of Cost of Production to National Headquarters, as early as possible.

There is an enormous amount of detail work connected with the compiling of these statistics, for each item of every department upon the statements furnished by the several hundred printers, must be treated from an analytical standpoint.

The April issue of the United Typothetae and Franklin Clubs of America *Bulletin* contains a number of interesting articles relative to the activities of the National organization.

From the number of orders for extra copies of the United Typothetae and Franklin Clubs of America Standard Price List.

received at National Headquarters, during the past month, indications point to the fact that many printing offices are realizing the necessity of this book in the hands of their salesmen as a reference work. The Standard Price List is the only standard book on printing prices.

Fifty-four applications for membership were received at National Headquarters, United Typothetae and Franklin Clubs of America, during the month of March.

News Items

Stevenson & Blake, Toronto, will manufacture paper balers in that city.

The Steel Corporation, Hamilton, Ont., is manufacturing book-binders' wire. The wire stitcher operators say it is the equal of the imported article. Many of the larger printing concerns are now using Hamilton wire.

The acute color situation shows signs of relief. New York ink manufacturers say that aniline dyes are now procurable more freely than has been the case the past year, and that the quality shows vast improvement.

The roller manufacturers of Toronto have been forced to advance prices. Clue and glycerine, two of the ingredients of printers' rollers are also used in the manufacture of explosives, and the prices have advanced so rapidly that there was nothing left for the roller maker but to advance his prices.

The paper trade shows signs of improvement. United States paper houses are enlarging the Canadian trade. A few months ago the situation was reversed.

The Toronto Type Foundry has sold 18 Michle presses within the past couple of months. The labor situation forces the displacement of slow-running presses with those of greater output.

Frank Munsey has purchased fourteen Intertypes for his New York daily, *The Press.*

The Walter Scott Co., of Plainfield, N.J., are sending out samples of the work of their rotary offset press. The Springfield Republican illustrated section and the catalogue pages of Sears-Roebuck, Chicago, are among the samples. The detail is clearer and more distinct than most work from coated stock and flat-bed presses. James Carruthers, the sales manager of the Scott Co., is an old Toronto boy, who has "made good."

The job printers of Cleveland, Pittsburg and Chicago are considering the advisability of ceasing to tender on work. At this writing it looks very much as if the job work in the cities mentioned and the surrounding districts will in future be done at so much per hour, plus stock. This is the time to wipe out the cut throat tendering system.

SCHOLARSHIP TO PRINTERS' COLLEGE

The New York Typothetae has established a prize scholarship in the printing department of the Carnegie Institute of Technology at Pittsburgh. The scholarship amounts to four hundred dollars a year. This sum is sufficient to cover tuition, board and room rent during the school year, but will not cover expenses of travel or clothes. It is allowed on a sufficiently generous scale to leave a margin for books and incidentals, depending on the economy of the student.

The scholarship will be awarded by a competitive examination. The competitor making the best record in the competition will be given the scholarship for his first year in the institute. He will continue to hold it for the remaining years of the course provided he maintains a standing in the first quarter of his class.

Who May Compete

The competition is open to any apprentice, young journeyman or other young man, between the ages of eighteen and twenty-five, on two conditions:

1. He must have at least a high-school education or its full equivalent.

2. He must be recommended by some member of the New York Typothetae.

The Nature of the Examination

Every competitor must pass a physical examination sufficient to show general health and full possession of faculties.

The examination will cover these points:

1. Academic. Questions based on a high-school course without any foreign language.

2. Practical. Questions based on practical knowledge of the trade equivalent to the amount of work done in the Boston Typothetae School of Printing or the printing course in a good technical high school or a moderate practical shop experience.

3. Experience. This is intended to bring out what the candidate has done in the way of education beyond the high school, business experience, or practical experience as a craftsman.

These three sets of questions will be kept distinct and separately marked. The prize will be awarded to the competitor who appears to the committee to give the greatest promise, all three things considered, of profiting by the course. It is not, therefore, necessary that a competitor should be proficient in all three directions. He may compete without practical knowledge of the industry. He might succeed if his practical knowledge and experience outweighed academic deficiencies.

Not an Entrance Examination

This is in no sense an entrance examination. The institute has its own standards of admission. The successful competitor would be admitted without question. Failure in the competition would not mean that the competitor could not enter the institute. It is probable that any young man qualified to enter the competition would be admitted to the institute.

Time and Place

The examination will be held on Saturday, June 3, 1916, at the headquarters of the New York Typothetae.

The papers will be marked at the institute and the marked papers sent to the committee, which will award the prize and announce the result.

The committee having the matter in charge, representing the New York Typothetae, is composed of John Clyde Oswald (chairman), William Green and James W. Bothwell.

The School of Printing of the Carnegie Institute is the printers' college in the system of trade education of the United Typothetae and Franklin Clubs of America. Its purpose is to give to selected students broad and comprehensive technical training fitting them for positions of management and oversight in the printing trade. It is also intended to cultivate in them a high professional spirit, so that with broad technical knowledge of the trade they may have the desire and ambition to elevate its standards in every way.

NATIONAL EDITORIAL CONVENTION

President Lee J. Rountree gives out the following tentative literary program of the National Editorial Association in New York City:

Paper: Mrs. Geo. E. Hosmer, Denver, Colo.

Address: John A. Sleicher editor *Leslie's Weekly,* New York.

Address: Melville Stone, manager Associated Press, New York City.

Address: John Temple Graves of Washington, New York *American.*

Address: "The Trade Journals," W. H. Ukers, editor *Tea and Coffee Trade Journal,* New York.

Report of legislative committee, George E. Hosmer, Denver, Colo., chairman.

Report of memorial committee, B. B. Herbert of Chicago, editor of the *National Printer-Journalist,* chairman.

Address: Honorable Louis C. Cramton, of Lapeer (Mich.) *Clarion.*

Historical Address: A. O. Bunnell, of Danville (N.Y.) *Advertiser,* formerly president National Editorial Association.

Address: Honorable Josephus Daniels, Secretary of the Navy, Washington, D.C.

"The Women and the Newspapers," Mrs. H. C. Hotaling, Mapleton, Minn.

Address: Dr. Walter Williams of Columbia, Mo., president of the World's Press Congress.

"The Influence of Schools of Journalism Upon American Literature," Honorable Will H. Mayes, dean of the Texas School of Journalism.

"The Relation of the Press to Improved Highways," Homer D. Wade of Texas.

Address: Courtland Smith, president of the American Press Association, of New York.

Address: Dietrick Lamade, editor *Grit,* Williamsport, Pa.

"The County Weekly Newspaper: How I Built Up and Maintained a Circulation of 5,000 in a County of 16,800 People With Six Competitive Newspapers," George W. Wagenseller, editor *Post,* Middleburg, Pa.

"Interior and Metropolitan Dailies: Facts and Theories Tested by Experience," Adolph S. Ochs, publisher New York *Times.*

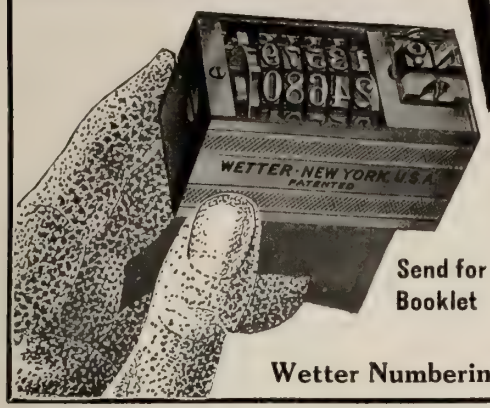
"Advertising," William C. D'Arcy of St. Louis, president of the D'Arcy Advertising Association.

Addresses: John Redmond, editor Burlington (Kan.) *Republican,* and Alonzo D. Moffett, Elwood (Ind.) *Review.*

One of the immediate effects of the shortage in paper has been to curb the activities of the circulation departments, especially on American metropolitan newspapers. The publishers are not quite so anxious to extend their circulations as they were. In fact, many of them have abandoned all promotion work in that direction. In the medium-sized cities the professional promoters of circulation have done a little work during the past few months, but not nearly as much as when conditions are normal. It is quite likely that newspaper subscription lists will be severely pruned, the number of papers used by employees will be curtailed, and in many instances the free copies to advertisers and to others who have been receiving them, will be greatly reduced in number. As is well known, the demand for paper increases rapidly during the early months of the year and culminates in April and May. Then the demand drops off in volume until September.

The Abingdon (Great Britain) *Free Press,* has ceased publication. Keene's *Bath Journal,* one of the oldest of the provincial newspapers, has likewise ceased publication. It was established in 1742. The *Journal* has been published from the same office during its whole life. The great increase in the cost of production is the cause of these two extinctions.

ALL DEALERS SELL THEM



WETTER Numbering Machines

Send for Booklet

When you have a proposition—a hard one—even if some other concern turns it down, consult WETTER.

It's our business to figure it out for you.

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn-New York, U.S.A.

Stop Slipsheeting

—as others have

OFFSET will be entirely stopped in a few minutes if you mix ½ oz. of Dymol to each pound of ink (any color or tint) in the fountain. Hundreds of leading printers in Canada and the United States are doing this for process colors and heavy blacks.

It improves lustre, prevents offset and sticking. Pile sheets or cardboard as high as you please.

DYMOL

Based on a principle never before applied to the printing trade.

Try Out At Our Risk and See

Tear off and mail this coupon—NOW.

T. H. Roberts Chemical Co., 148 W. 23d Street, New York City.

Please send on approval $3.50 tin of Dymol.

Name .....

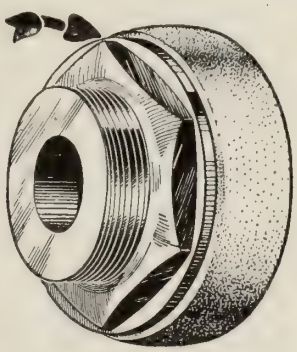
Address .....

No charge unless perfectly satisfactory.

Roller Cost Reduced

You can do better work in less time—without bearers noiselessly—and cut your roller bills in half—by using

Morgan Expansion Roller Trucks



A turn of the nut will instantly make the truck the same size as the roller.

SATISFACTION OR YOUR MONEY BACK
THOUSANDS NOW IN USE

PRICES PER SET (with Wrench):

8 x12 C. & P.	$5.00	10x15 Golding	$5.00
10 x15 C. & P.	5.00	12x18 Golding	6.00
12 x18 C. & P.	6.00	12x18 Golding Art	8.00
14½x22 C. & P.	8.00	15x21 Golding Art	8.00

Canadian duty 17½%. Carriage about 25c.

Morgan Expansion Roller Truck Co.
303 E. Fourth St., Los Angeles, U.S.A.



A Guaranteed GLYCERINE-Made

FLEXIBLE GLUE

Despite statements to the contrary we are furnishing the trade with a Superior Quality Glue which positively contains its necessary proportion of GLYCERINE. Send for a FREE sample for a practical test or chemical analysis to verify our statement. Our price is beyond competition.

SEND FOR YOUR SAMPLE AT ONCE.

BAYARD & CO., Inc.
29 BROADWAY NEW YORK CITY

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.

Buyers' Guide

PAPER

All Kinds for Printers, Lithographers, Binders.

Doty & Scrimgeour Sales Co.
74 Duane St. New York, N.Y.

Stop Carrying Delinquents

Turn over to us your past due Subscription Accounts—let us turn them into cash.

WE COLLECT EVERYWHERE

No account too hard for us—no creditor too far away our Service covers the Continent.

No Results—No Pay—Prompt Returns. You cannot lose on our proposition—you pay us only for results produced! Try us out with a list. It will pay you. Write for blank sheets to list your accounts on.

References: The Bank of Ottawa and many of the leading publishers, to whom we have been giving satisfaction for the past six years.

The Canadian Mercantile Agency
Ottawa, Ont.

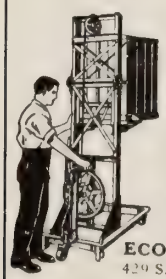
TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

All GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Sold by all reputable dealers
Manufactured exclusively by **H. A. HEMPEL**
THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.



The leading Printers and Publishers of the world have found this machine a great labor and money saver.

There are so many ways in which the Economy Safety First Portable Tiering Machine may be used that it will pay you to write for full information and particulars.

ECONOMY ENGINEERING CO.
429 S. Washtenaw Ave. Chicago, Ill.

AUTOMATIC JOB PRESSES
American Autopress Co., Inc., 110 West 40th St., New York.

AUTOMATIC JUSTIFIER
Geo. A. Todd, 152 Bay Street, Toronto.

BALERS, WASTE PAPER
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.

BLOTTING PAPER
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER
Herman Roser & Son, Glastonbury, Conn.

BOOKBINDERS' MACHINERY
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.

CIRCULATION EXPERT
John S. Scott, 343 Crawford St., Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.

CROSS CONTINUOUS FEEDER
Dexter Folder Co., 200 5th Ave., New York.
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
New York Machinery Co., 60 Beekman St., New York.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.

ELECTRIC MOTORS
Advance Machine Works Co., 177A Canning St., Montreal.
Kimble Electric Co., Chicago.

ELECTROTYPING AND STEREOTYPING
National Electrotype & Stereotype Co., Ltd. 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 11½ Adelaide St. W., Toronto.

EMBOSSED SHOWCARDS
Weise Bros., 5 to 7 Singer St., London, E.C., England.

EMBOSSING PRESSES
Miller & Richard, Toronto and Winnipeg.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

FLEXIBLE GLUE
Bayard & Co., Inc., 29 Broadway, N.Y.

GUMMED PAPER MAKERS
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

JOB PRESS GAUGES
Megill, Ed., 60 Duane St., New York City.

LOOSELEAF BINDERS
Printers Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES
Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.
Wing, Chauncey, Greenfield, Mass.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

Standard Paper Mfg. Company

RICHMOND, VA., U.S.A.
Largest Exclusive Manufacturers of
BLOTTING PAPER
Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curl-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.

Hermann Roser & Son, Glastonbury, Conn.

NOW is the time to start your
Building Page

The International Syndicate
Feature for Newspapers
Est'd 1899 BALTIMORE, MD.

SPECIFY
HERCULES STEEL CHASE

(For Sale by All Dealers)

AMERICAN STEEL CHASE CO.
27 Beekman Street, New York City

YOUR Ad. in this space will cost you only $25.00 a year; $2.09 a month.

Buyers' Guide

NUMBERING MACHINES

Wetter Numbering Machine Co., 333 Classon Ave., New York.

OFFSET PRESSES

Walter Scott & Co., Plainfield, N.J.
Geo. A. Todd, 152 Bay Street, Toronto.

PAPER MANUFACTURERS AND DEALERS

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Rolland Paper Co., Montreal, Que.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTING PRESSES

Anglo-Canadian Type & Printing Machinery Co., Adelaide and Spadina Ave., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe, R. & Co., 504-520 Grand St., New York.
New York Machinery Co., 60 Beekman St., New York.

What's the News?
Hamlet—Act 2, Scene 2

Printer and Publisher is twenty-five years young this May Day

PRINTERS' MACHINERY

New York Machinery Co., 60 Beekman St., New York.
Geo. A. Todd, 152 Bay Street, Toronto.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.

QUOINS

H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES

R. Hoe & Co., 504 Grand St., New York.

STEEL-CHASES

American Steel Chase Co., 27 Beekman St., New York.

TYPECASTING AND TYPESETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

TYPE FOUNDERS

Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
New York Machinery Co., 60 Beekman St., New York.

TYPE-SETTING MACHINES

Intertype Corporation, World Building, New York.

The House of Satisfactory Service

PRINTING MACHINERY, Material and Composing-Room Supplies. Electrotypers and Photo-Engravers Machinery and Supplies. Anything you want at the lowest price possible.

NEW YORK PRINTING MACHINERY COMPANY, Inc.

SUCCESSORS TO THE NEW YORK MACHINERY CO.

The Fastest Growing Supply House in New York A. C. NAUMAN President 60 Beekman Street, New York City

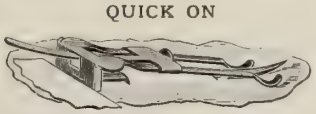
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



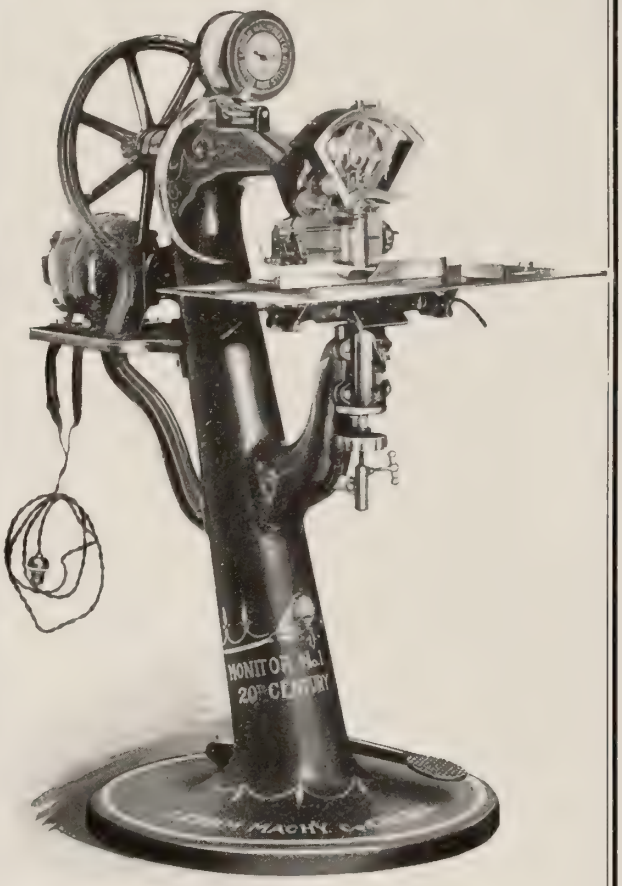
Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

THE old Duke of Argyll was the best informed man in Great Britain. He read every bit of advertising that came his way. And he gave all the credit to advertising.

All Ye Who Seek Profits!



Know the Monitor before you purchase a Wire Stitcher

LATHAM MACHINERY CO.

NEW YORK CHICAGO BOSTON

Canadian Selling Agents:

H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART - 92 McGill St., Montreal

Do You Know Taffeta Covers?

Papers that will help you to get the job from the man who figures close.

A low-priced cover, suitable for lightweight booklets and catalogs. Especially fitted for large runs to be distributed with package goods or through retail stores.

Taffeta is made in seven light shades and two weights—20x25—40 lbs., and 22x28—60 lbs. At this time, when paper values are soaring and the need for a less expensive stock arises daily, Taffeta is of exceptional interest.

Let us send you samples direct, or get them from our nearest jobber whose name we will give you on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Just Out! 1916 Edition Price $5.00

"Who's Who in Canadian Advertising"

Lydiatt's Guide to BUYERS of Advertising in Canada

The most complete list ever compiled of the general advertisers in Canada, as well as advertisers in the United States and Great Britain using Canadian mediums, including remarkably accurate and valuable information as to

Class of medium used.

Articles advertised.

Name of advertising manager.

And of the advertising agency through which contracts are placed.

Also complete list of advertising agents in Canada, and agencies in the United States and England placing advertising in Canadian publications, with lists of their clients.

Invaluable information for all who sell to advertisers—otherwise not obtainable except at several hundred dollars' expense.

For those who sell to advertisers

The accuracy and completeness of this, the first and only guide to those who buy advertising in Canada, has proved to be of inestimable convenience and value to those who do business with advertisers and advertising agencies.

The book contains names and particulars regarding more than 2,000 buyers of advertising in Canada, carefully corrected up-to-date. This information, so important to successful business getting, is obtainable only in this book—worth ten times its cost puts you directly in touch with the right man to see.

A complete index to over 500 trade marks and "blind" advertisements enables you to locate the source of advertising, other than local, which has appeared in Canadian mediums. There are convenient extra memo. pages for notes, changes, additions, etc.

240 pages, pocket-size, leather-bound, gold-stamped. Sent postpaid only on receipt of the price, $5.00, by the publisher,
W. A. LYDIATT, 53 Yonge Street, TORONTO

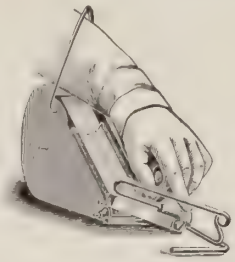
Waste Paper Baling Presses

H. J. LOGAN

Bookbinders', Printers' and Paper Box Makers' Machinery

114 Adelaide St. West, Toronto

Fuller Automatic Feeding Machines



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING
Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

THE man who does not advertise because he has too much business is like the fellow who burns the candle at both ends—he has it coming both ways.

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

ROGERS' TYPOGRAPH FOR SALE IN splendid running condition and turning out six columns good readable matter per day. Good opportunity for office where typesetting is still done by hand. Will sell at bargain. The Banner Publishing Co., Listowel.

WANTED TO PURCHASE — COUNTRY weekly in Quebec or Ontario. Address with full particulars. Printer and Publisher, Toronto.

FOR SALE—PONY CAMPBELL PRESS, $600. Bed 23 x 30 in. Terms liberal. Chases for sale separate. Apply quick to Box 586, Oshawa, Ont. (tf)

WASHINGTON PROOF PRESS IN GOOD condition, will accept reasonable offer. Box 516, Printer and Publisher, 143 University Ave.

FOR SALE—COTTRELL & BABCOCK drum cylinder press. Will take 6 col. quarto sheet. Is good newspaper and book press, and is in good working condition. Can be had at practically your own price, as it has been replaced by a two-revolution press. Andrew King, Enterprise, Rouleau, Sask.

FOR SALE

FOR SALE — NEWSPAPER AND JOB printing plant, including flat bed perfecting press and new linotypes; also job presses and power cutter, together with a splendidly assorted lot of modern type faces in large fonts, imposing stones and other miscellaneous material. To be sold at a bargain on reasonable terms to responsible party. Apply Box 520, Printer and Publisher.

WANTED

NEWSPAPER AND JOB OFFICE, PROgressive Saskatchewan town; good business; no opposition; price and terms right; $500 cash. Apply Box 522, Printer and Publisher.

WANTED — TO LEASE, WITH THE option of buying at expiration of lease, a weekly newspaper in British Columbia. Would prefer to locate in a field where no other paper is published. Send full particulars to Bertram Bourinot, Richmond County Record, Arichat, N.S.

WANTED—SMALL CYLINDER PRESS, Linotype, Stero plant for casting 7 col. page and proof press. Cheap, must do first class work. Send full particulars to Box 525, Printer and Publisher.

For LITHOGRAPHERS and PRINTERS

Lithotex photo-mechanical machines and processes for MAKING LITHOGRAPHIC PLATES

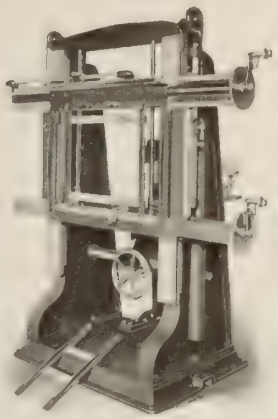
Lithotex machines and process are the cheapest, most efficient and accurate ever put on the market; they are simple in construction, easy to operate, and require small floor space; they have been endorsed by three foreign Governments; have been awarded two gold medals (England and France), and are being used by the largest Lithographers and Printers in the world. Write for descriptive booklet.

Write to CANADA MACHINERY CORPORATION, Limited, Galt, Ontario, Canada

where machines will be made upon order, or to the Lithotex Corporation, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



We make a specialty of **Electrotypes** from **Halftones.**

Out of town orders promptly attended to.

The National Electrotype and Stereotype Co., Ltd.

R. H. MILN, Manager

229 Richmond Street West **TORONTO, ONTARIO**

Kindly Mention this Paper when Writing Advertiser

SEE THAT COUPON?

IF that *same coupon* pointed to a $50.00 bill, it would hardly be of more value than the message it will bring you if filled out and returned to-day. That coupon will show you how to turn your spare time into golden dollars. Better fill it out and send it to us, hadn't you? Don't allow this opportunity to get away.

When you have a spare hour or two, why not turn it into cash? That's exactly what our plan is for. It gives *any one* a big opportunity of making any spare moments produce results. One hour a day is easily good for an extra $5.00 a week. Your earnings depend entirely on the amount of time you devote to the plan. That coupon is waiting *Right Here.* Better send it along.

The MacLean Publishing Co.

LIMITED

143-153 University Avenue

TORONTO - ONTARIO

Tear It Here. Mail It To-day.

The MacLean Publishing Co., Limited,
143-153 University Avenue, Toronto, Ont.

Gentlemen,—Do I understand that you have a plan that will turn my spare time into Dollars? If that's right, —Rush full particulars. I'm interested.

Name .....

Address .....

Right on the Dot



The Canadian Press Association gather in annual meeting June 1 and 2, 1916.

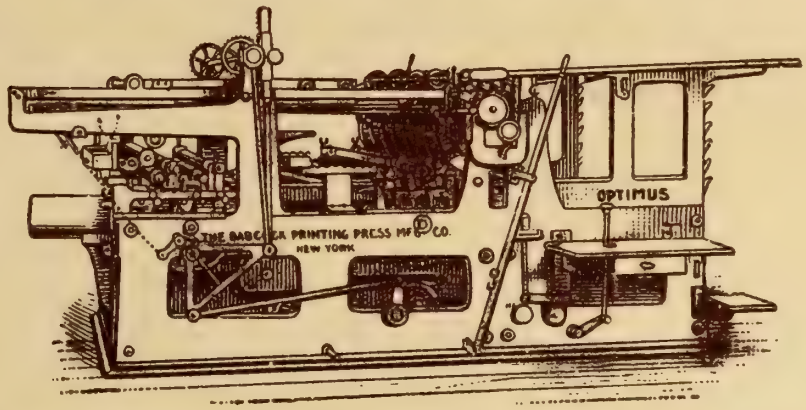
The June issue of PRINTER AND PUBLISHER will be distributed in the Convention Hall, Toronto Technical School, June 1, at 10 a.m.

Right on the dot.

The writing man and the printer man from the Atlantic to the Pacific Ocean, and from the shores of Lake Erie to the country where the sun shines 22 hours of the 24 in June—will be "among those present." There will not be two better issues of PRINTER AND PUBLISHER in 1916 for the advertiser and the reader. The June issue will tell what the C.P.A. is going to do, the July issue will tell what it did. 'Nuff sed.

THE MANAGER.

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

One of the many fine things about the

PERFECT INK DISTRIBUTION

of the "OPTIMUS" is the wonderful new mechanism for driving the distributors. It must be seen, while not heard, to be appreciated. It is perfectly simple and absolutely noiseless.

A spiral shaft mounted in large, automatically oiled bearings is rotated by the reciprocating of the bed and transmits its motion to the distributors through bronze spiral gears.

It's as smooth as velvet.

It cannot even *wear noisy,* for spiral gears retain their correct shape, even though worn, as the driving nuts are adjustable and have three times the needed wearing surface.

The spiral shaft bearings are adiustable and each part is made of the material best adapted to its purpose.

The entire mechanism is powerful, silent and long lived.

The entire Inking Arrangement is a marvel of SIMPLICITY, DURABILITY, CONVENIENCE and ECONOMY.

To best serve his own interests, every printer should know this whole mechanism in detail.

Send for our catalogs, invite calls from our salesmen and

SEE the "OPTIMUS" INKING ARRANGEMENT in OPERATION

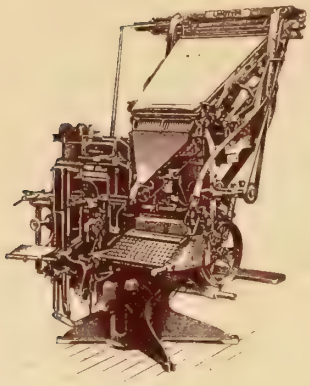
Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

GENUINE LINOTYPES

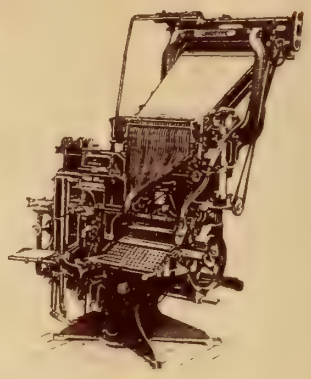
Not Imitations

The Best Composing Machines in the World at the Lowest Prices

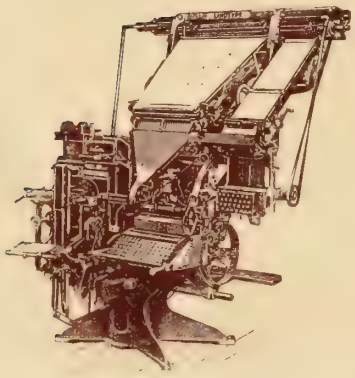


MODEL 18
Two-Magazine Model 5,
$2,600

Model 15	Single-Magazine Linotype	$1,750
Model 5	Single-Magazine Linotype	2,200
Model K	Two-Magazine Linotype	2,300
Model 4	Double-Magazine Linotype	2,600
Model 18	Two-Magazine Linotype (Two-Magazine Model 5)	2,600
Model 19	Same as Model 18 with Auxiliary Magazine	2,700
Model 16	Double-Magazine Linotype	2,900
Model 17	Same as Model 16 with Auxiliary Magazine	3,000
Model 8	Three-Magazine Linotype	3,600
Model 14	Same as Model 8 with Auxiliary Magazine	3,700
Model 9	Four-Magazine Linotype	4,150



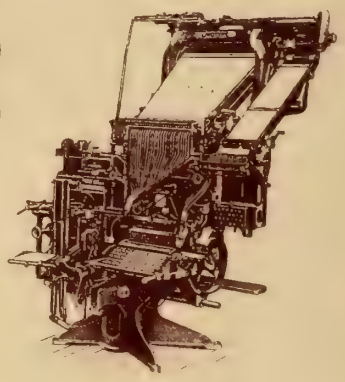
MODEL 16
Double-Magazine Linotype,
$2,900



MODEL 19
Two-Magazine Model 5
with Auxiliary Magazine,
$2,700

We have a Linotype for every office at a price and upon terms within easy reach of every printer.

SEND FOR FULL DETAILS



MODEL 17
Double-Magazine Linotype
with Auxiliary Magazine,
$3,000

Rebuilt and Used Linotypes from $1,000 Upward

CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	SAN FRANCISCO	NEW ORLEANS	CHICAGO
Tribune Building	646 Sacramento Street	549 Baronne Street	1100 So. Wabash Ave.

Printer and Publisher

June, 1916



Typical Harbor Scene, Fort William, Showing the Great Wheat Carriers.

The MacLean Publishing Co., Limited

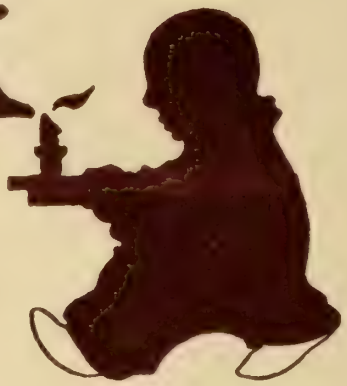
Toronto : Montreal : Winnipeg

CIRCULATION AUDITED BY THE A.B.C.

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.



Analyze Your Mediums Through The A. B. C.

The days of circulation guessing have gone by the board. Today the advertiser insists upon having facts right before him before he adds a publication to his list. Whether a medium represents quality or quantity, the advertiser has three vital questions to ask before adopting it:

How Many? — What Class? — Where Distributed?

"A. B. C. Service" gives the advertiser this information in a uniform, standardized, comprehensive form. It not only tells him the net paid circulation and where it is distributed, but gives a detailed analysis from which he may determine its adaptability to the advertising of his product.

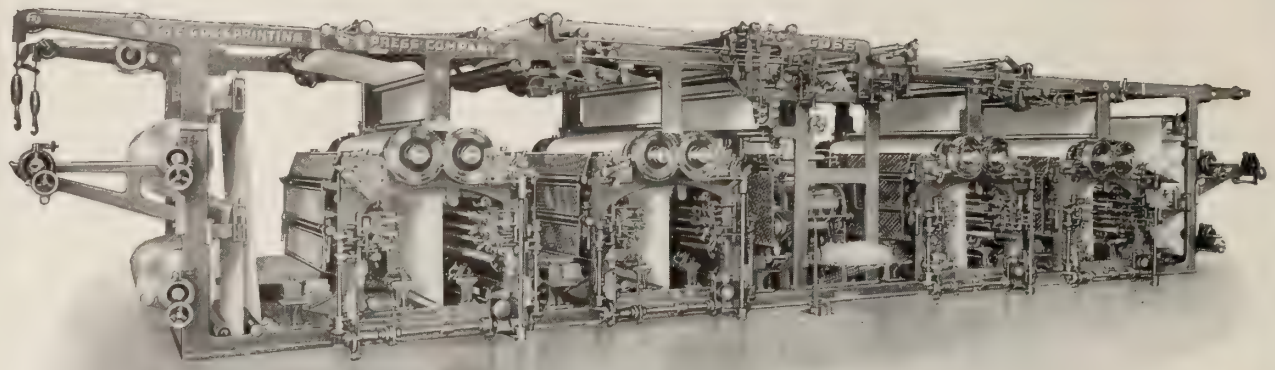
"A. B. C. Service" eliminates guess work, and places space buying on a commodity basis.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

GOSS

"High Speed" Low-Construction Presses



This is an illustration of a Goss "High Speed" Low-Construction Octuple Press just shipped to

"The Buffalo Evening News"

Buffalo, New York

Other "High Speed" Low-Construction are being built as follows:

"NEWS", Minneapolis, Minn.: One "High Speed" Low-Construction Sextuple Press.

"NEWS", Minneapolis, Minn.: One "High Speed" Low-Construction Octuple Press with colors.

"POST", Worcester, Mass.: One "High Speed" Low-Construction Sextuple Press.

Let us tell you more about them.

The Goss Printing Press Co.

Main Office and Works
1535 South Paulina St., Chicago, Ill.

New York Office
220 West 42nd Street

THE GOSS PRINTING PRESS OF ENGLAND, LTD., HAYES, MIDDLESEX.

CONSERVATION

SAVE WASTE WASTE PAYS

If you saw a farmer burning all his cornstalks instead of feeding them to his stock, what would you think of him?

Every day level-headed printers and merchants burn or throw away real money in their waste-paper.

Waste-paper forms an important source of raw material in the manufacture of nearly all grades of new papers.

The paper mills of Canada are in need of vast quantities of this old paper and it is up to every business man to see that this is conserved and turned into its proper channels.

THIS IS WHERE WE ENTER THE GAME—

Our business is sorting and grading all classes of old paper and shipping them to the mills in accordance with their individual requirements.

We sell 95% of our output to Canadian mills—the only thing we export cannot be used here.

Drop us a line to-day and we will tell you the best way to handle the waste-paper business in your town at a profit.

Our Service Department is yours to command.

THE LEVI'S

100 JOHN STREET, TORONTO

PACKERS AND GRADERS OF PAPER STOCK

This design is a TRADE MARK guarantee of quality.

We have on hand a large assortment of Colored Papers, Covers and Posters at attractive prices and invite your enquiry.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

Say you saw it in PRINTER AND PUBLISHER.

Preparedness

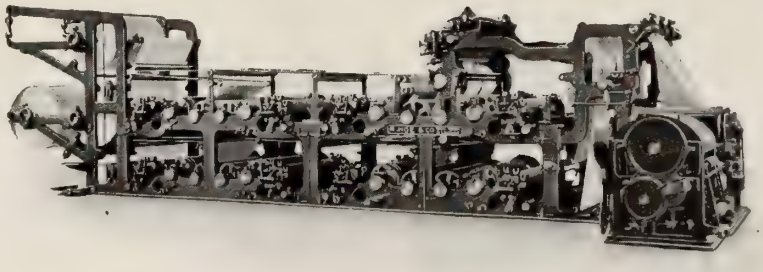
The Watchword of the Hour

stands for Security and Progress in Peace as in war. Now is the time to prepare for prosperity by installing the right kind of printing and plate-making equipment.

BIG BUSINESS

is again coming to the front and wise publishers, who always look ahead and than whom there are no better judges of quality, efficiency and economy in machinery, are now putting in their orders for

HOE PRESSES



HOE SIMPLEX 32-PAGE HIGH-SPEED NEWSPAPER PRESS

A Thoroughly Dependable, Simple, Efficient and Easy Running Machine of Low Design

What Le Soleil of Quebec, Canada, says of its new Hoe Simplex Press:

"We must express our entire appreciation of the new press which you have installed for us, and our full satisfaction with same. . . It is a great satisfaction to us that since the first day we ran the press there has been no stop of any kind except for changing of rolls. After being properly erected the press just naturally settled down to run off our daily edition of 27,000 without any hitch."

R. HOE & CO.

Manufacturers of Printing, Stereotyping, Electrotyping and Photo-Engraving Machinery and Supplies

Main Offices: Nos. 504-520 Grand Street, New York, N.Y.

Canadian Office: 120 St. James Street, Montreal

Also at

7 Water St., Boston 544-546 South Clark St., Chicago 109-112 Borough Road, London, S.E., Eng.

EXPOSITION

OF THE

Printing, Lithographing and Allied Trades

Madison Square Garden, N.Y.

Sept. 30 to Oct. 7, 1916

The very latest in printing machinery and up-to-date efficiency methods will be demonstrated and clearly explained.

PARTIAL LIST OF EXHIBITORS

Stokes & Smith Co. (Printing Presses)
Dexter Folder Co.
Charles Francis Press
Union Card & Paper Company
Berry Machine Company
Jaenecke Printing Ink Co.
Goldberg Display Fixtures
Webendorfer Co. (Presses)
Printer & Publisher, Toronto
The Maintenance Co.
Graphic Arts and Crafts Year Book
John Thomson Press Company
Jennings Automatic Press Co.
H. L. Roberts Company
A. G. Burton's Sons
Hoffman Type & Engraving Co.
E. W. Blatchford
G. R. Herzog
Davenport Mfg. Co.
The Bukey Co.
New York Master Printers' Association
The Linograph Company
Printing Magazine
Geo. P. Clark Co.
William F. Marresford
The Bukey Co.
P. F. Smith
H. Hinze, Embosso Sales Co.
Hoffman Type & Engraving Co.
University Press
Albert B. King & Company
Edgar Printing & Stationery Company
Printing Supply Salesmen's Guild
The Schilling Press
Highland Machine Co.
P. F. Smith
Duplex Printing Press Co.
Wm. J. Madden & Co.
National Scale Co.
The Alfred Jackson Studios
A. F. Lewis & Company
National Binding Machine Company
The Printing Art
Typo Mercantile Agency
Apeda Studios, Inc.
Loring Coes & Co.
Universal Type-Making Machine Co.
National Magazine
New York Revolving Portable Elevator Co.
Republican Publishing Company
The Kiesling Company
E. W. Blatchford Company
G. R. Herzog
Wm. J. Madden & Company
Eastern Brass & Woodtype Co.
Embosso Sales Co.
Boston Printing Press & Mfg. Co.
L. J. Frohn

Additional concerns are constantly signing contracts for space.

Progressive printers should attend this exposition—it will be a veritable

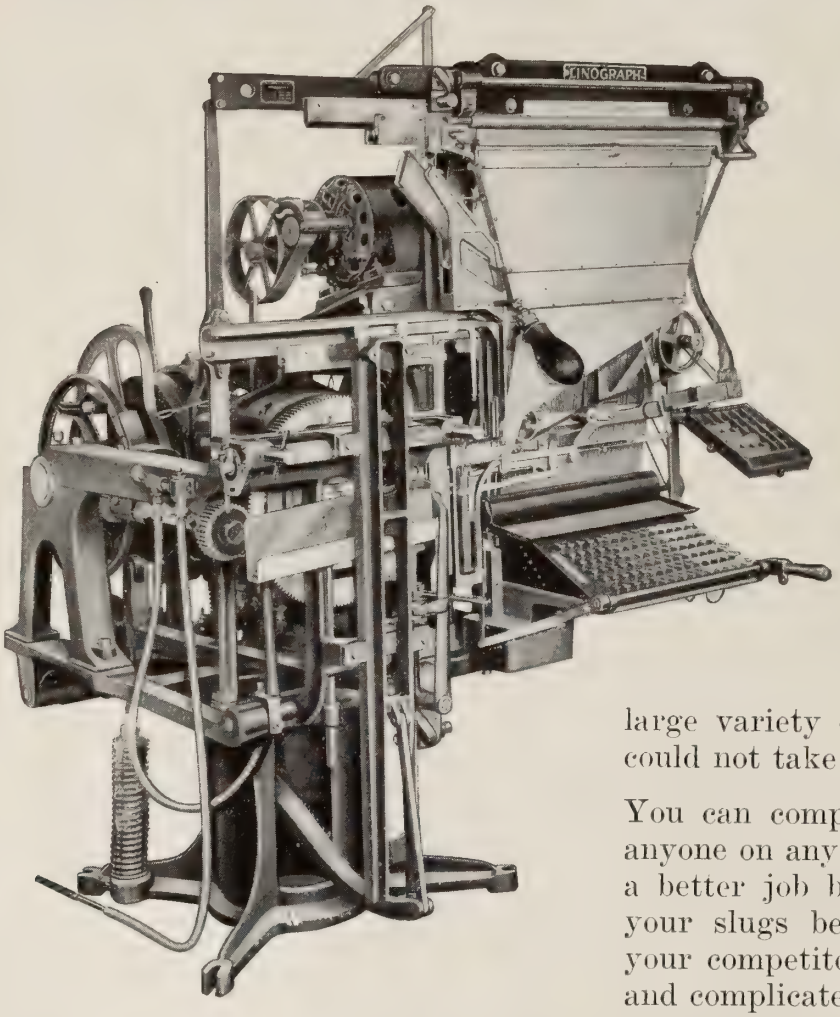
"Idea Mine"

For space, rates and other particulars address

NATIONAL EXPOSITION COMPANY

Harry A. Cochrane, *President* Madison Square Garden, N.Y. City

THE LINOGRAPH



With a LINOGRAPH you can set all your reading matter, and the characters will be perfectly aligned, the face will be clean and sharp, the slugs will be solid and will stand up well and long on the press.

You can compose all the body matter for all your advertising and save a lot of time doing it.

You can handle a large variety of job work that you could not take care of without it.

You can compete successfully with anyone on any job, and often deliver a better job because you can print your slugs better and easier than your competitor with his monstrous and complicated outfit.

You can feel at ease on the question of operator, for anyone of your employees can learn to handle it successfully in a week.

You can do your work in less time, do more of it, and do it at less cost than you ever dreamed of before.

You can install one on very liberal terms.

You can make all subsequent payments out of a part of the savings and profits. You can get back the original investment, made at time of installation, inside of three years, besides making all the payments out of the savings and earnings of a LINOGRAPH.

Write for Literature.

The LINOGRAPH COMPANY

Davenport, Iowa, U.S.A.

Ontario Representatives: STEPHENSON, BLAKE & CO., 60 Front St. West, Toronto

Forty years of satisfaction-giving is the record behind

HOYT'S TYPE METALS

They embody every scientific and practical improvement derived from a forty-year metal-mixing experience, and are absolutely unequalled, not only in their casting qualities, but in the *durability of the metal under pressure.*

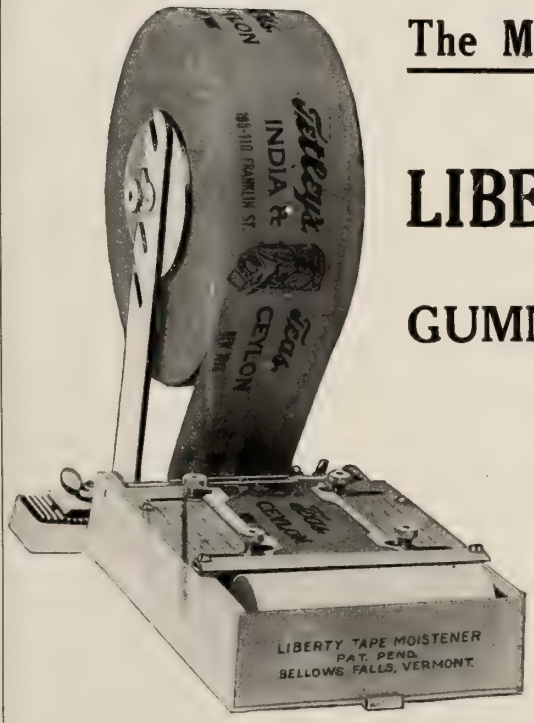
Furthermore, owing to the charge and thorough mixing of Hoyt ingredients, there is *considerably less pressure,* while the additional life that these type metals give the matrices is a feature worthy of careful consideration.

We solicit a trial of our Hoyt's Faultless Linotype, Hoyt's Combination, Hoyt's Standard Monotype, and Hoyt's Type-Casting Metal.

Get in touch with us to-day.

HOYT METAL COMPANY

EASTERN AVENUE AND LEWIS STREET, TORONTO



The Modern Method of Sealing Packages

THE

LIBERTY TAPE MOISTENER

AND

GUMMED PAPER SEALING TAPE

Saves 50 Per Cent of the Cost of String

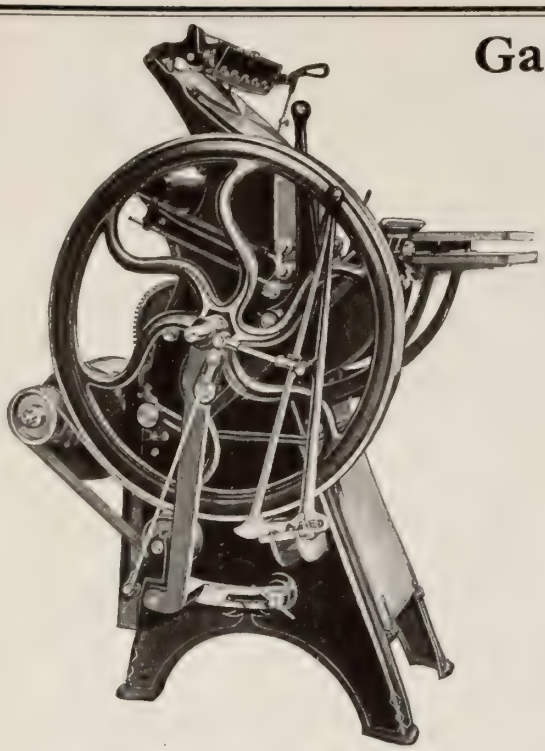
and is much quicker and neater to use. Adjustable to take rolls ½ to 4 inches in width and up to 12 inches in diameter.

PRICE COMPLETE **$6.00**

SOLD BY

THE WILSON-MUNROE COMPANY, LIMITED

TORONTO WHOLESALE PAPER ONTARIO



Gain 5000 Impressions per day by the Pearl Press

Every Printshop of whatever size needs one or more Pearl Presses for its small work. Here is how one printer puts it:

"I had overtime wages and gas bills to pay till I nearly went broke. Now I put all my small jobs up to 10M runs on my two Pearl Presses. Boys at $8.00 per week operate these presses, and turn out actually twice the printed impressions as the more expensive feeders on the larger jobbers. I can depend upon an average of 20M impressions per day from each of the Pearls, excepting on occasional days when numerous short-run jobs reduce the average."

The low-priced, simple, hand-fed Pearl Press is a strong competitor of the complicated, expensive to buy and to operate automatic feed press on production, and on a dollars and cents investment proposition the Pearl is really in a class by itself.

The Pearl is the lowest priced job press on the market and the biggest money-maker.

We sell Pearl Presses subject to 30 days' trial, so the printer can test it out on his own floor under his own conditions. He doesn't have to take anybody's word for its durability, conveniences and productive ability. Request catalog of Pearl Presses.

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Additional Products — Golding Jobbers, Golding and Pearl Cutters, Hot Embossers, Safety Appliances, and various Tools for the Printer.

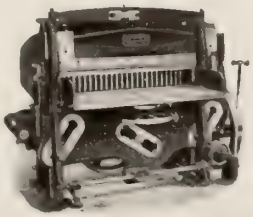
Canadian Agents: Geo. M. Stewart, Montreal; Printers Supplies, Ltd., Halifax; Stephenson, Blake Co., Toronto; Miller & Richard, Winnipeg; American Type Fdrs. Co., Vancouver.

THE J. L. MORRISON CO.

445-447 KING STREET WEST
TORONTO

Whether you need a small cutter or a large automatic power paper cutter, we can furnish you with the most up-to-date machine.

We carry in stock in our warehouses here a complete line of all machines used in the bindery and can ship promptly.



REBUILT MACHINERY

If the output of your plant at the present times does not warrant the purchase of a new machine we can offer you guaranteed, reliable, rebuilt machinery. Paper cutters, folding machines, ruling machines, stitching machines. Why not write us to-day for particulars and prices?

Send for second-hand list.



MADE IN CANADA

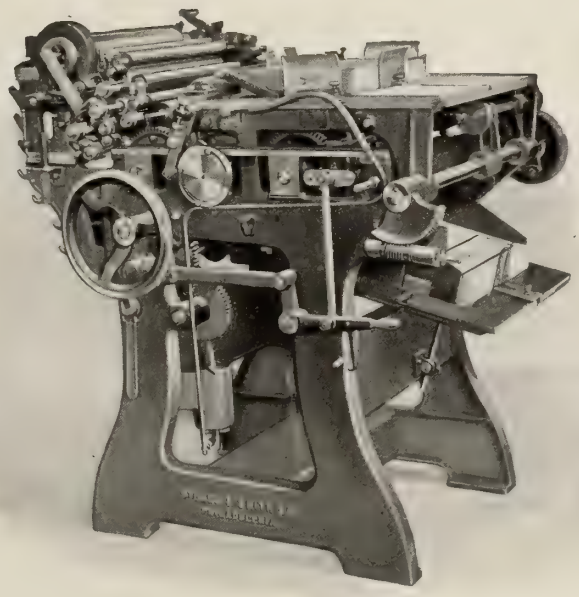
CARD AND BRISTOL BOARDS

SIMCOE BRAND

PRINTERS BLANKS
COATED BLANKS
TRANSLUCENT BRISTOL, White and Colored
KID FINISH BRISTOL
RAILROAD BRISTOL - White and Colored
ROPE BRISTOL - - - - Colored

BROWN BROS., LIMITED

WHOLESALE PAPER DEALERS
SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO



You Can Smile with or at your competitors all the time when you use a

RAPID ROTARY

90% of your estimates will find their way right back **to you.**

SERVICE—PRODUCT—PROFIT

WRITE FOR PARTICULARS AND CATALOGUE TO

GEO. A. TODD, 152 BAY STREET, Phone Adelaide 3066 Toronto

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies

GREENFIELD, MASSACHUSETTS

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

Goes Corporation Record

also

Lithographed Calendar Pads

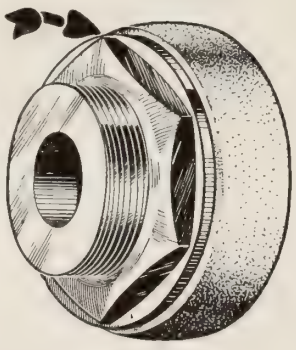
GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·

Roller Cost Reduced

You can do better work—in less time—without bearers—noiselessly—and cut your roller bills in half—by using

Morgan Expansion Roller Trucks



A turn of the nut will instantly make the truck the same size as the roller.

SATISFACTION OR YOUR MONEY BACK
THOUSANDS NOW IN USE

PRICES PER SET (with Wrench):

8 x12 C. & P.	$5.00	10x15 Golding	$5.00
10 x15 C. & P.	5.00	12x18 Golding	6.00
12 x18 C. & P.	6.00	12x18 Golding Art	8.00
14½x22 C. & P.	8.00	15x21 Golding Art	8.00

Canadian duty 17½%. Carriage about 25c.

Morgan Expansion Roller Truck Co.

303 E. Fourth St., Los Angeles, U.S.A.

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.

A NEW SERVICE FOR PRINTERS

DANIEL BAKER
CONSULTING PRINTER
610 CONFEDERATION LIFE BUILDING
TORONTO, ONTARIO

Cost Systems Installed and Remodelled, Efficiency Methods made Practical, Estimates Made and Checked, Specifications Prepared, Layouts and Routing for Economy.

NOT CONNECTED WITH ANY SUPPLY HOUSE



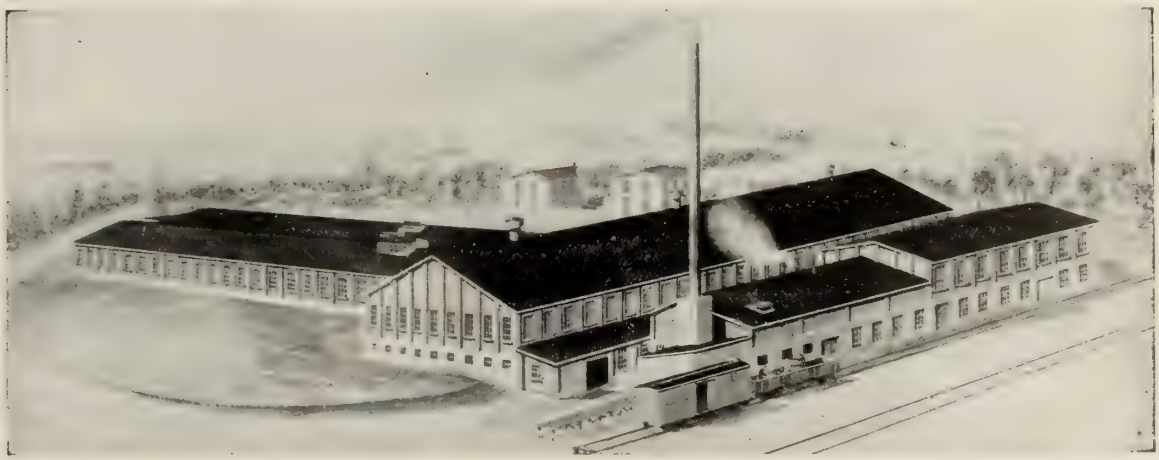
An Up-to-Date Plant

Equipped with all the Latest Appliances along with the Best Skilled Workmanship for the Production of

FINE ART WORK
HALF TONE &
ZINC ENGRAVINGS

Reliance Engraving Co.

143 UNIVERSITY AVE.
TORONTO



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building — Private Exchange Adelaide 1986

Say you saw it in PRINTER AND PUBLISHER.

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnscliffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

Our stock of Ledger Papers is complete in all the regular and loose leaf sizes.

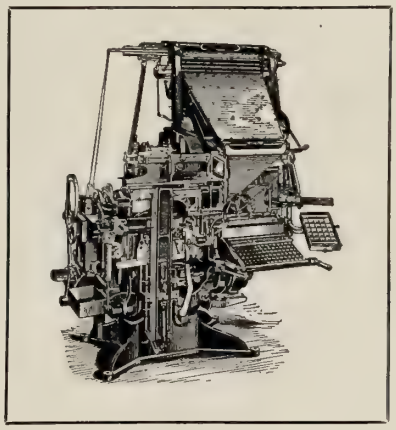
White—Azure—Buff

Sanitary Drinking Cups, 75c. per 1000 regularly $1.25

FRED W. HALLS PAPER Co. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

THE INTERTYPE
FAIR PLAY - FAIR PRICES - FAIR PROFITS

One Million Dollars



in cash
is to-day back of the INTERTYPE

The conservative business men who put up this million first satisfied themselves that there were no patents to interfere with its being continued on the market and then that Intertypes and Intertype supplies during the past three years had made good.

Can you suggest any stronger endorsement of the Intertype as a successful composing machine than this *million dollars?*

Model A
Single Magazine Machine
$2100

Model B
Two Magazine Machine
$2600

Model C
Three Magazine Machine
$3000

Standardized and Interchangeable Models.

Simple—Dependable
We Build for Service

INTERTYPE CORPORATION
NEW YORK WORLD BLDG. | CHICAGO OLD COLONY BLDG | NEW ORLEANS 316 CARONDELET ST | SAN FRANCISCO 86 THIRD STREET

Some printers—some advertising men are complaining because they can't get paper quickly.

They can get UTILITY-ACCORD. They can get it because we have been fortunate enough to secure materials in sufficient quantities to maintain our output.

Utility-Accord Book and Cover Papers

may not satisfy every paper need, but where they fit there is no other stock quite so good for the purpose.

For Brochures, House Organs, Folders and Covers for Catalogues, it is ideal.

THE AMBASSADOR is printed on UTILITY-ACCORD and the color changes from month to month show the different shades of stock. The adaptability of the stock to various color inks is also shown.

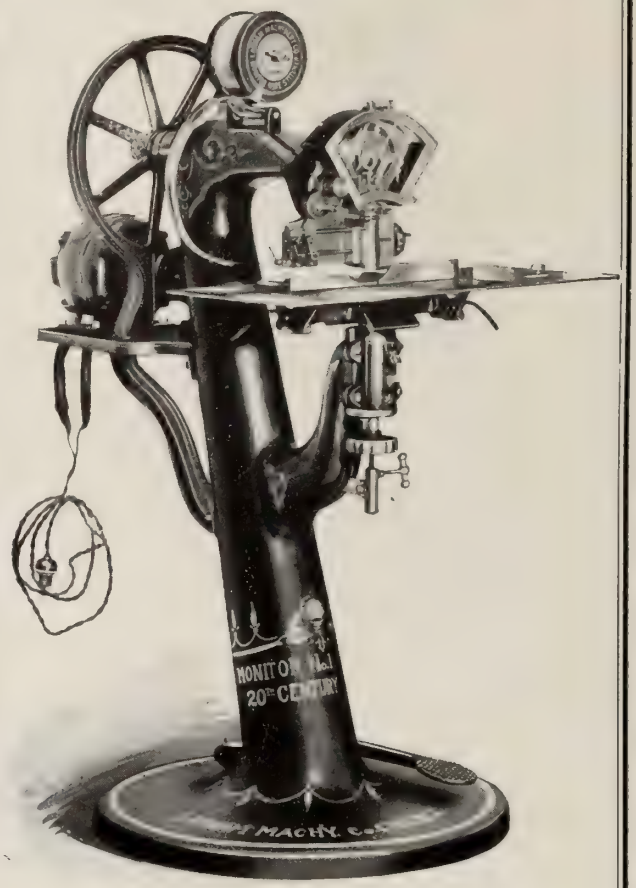
UTILITY-ACCORD is made in three weights that perfectly match for color, 25x38-60, 20x25-60, and 20x25-120,—all weights in seven colors.

Samples on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

All Ye Who Seek Profits!



Know the Monitor before you purchase a Wire Stitcher

LATHAM MACHINERY CO.

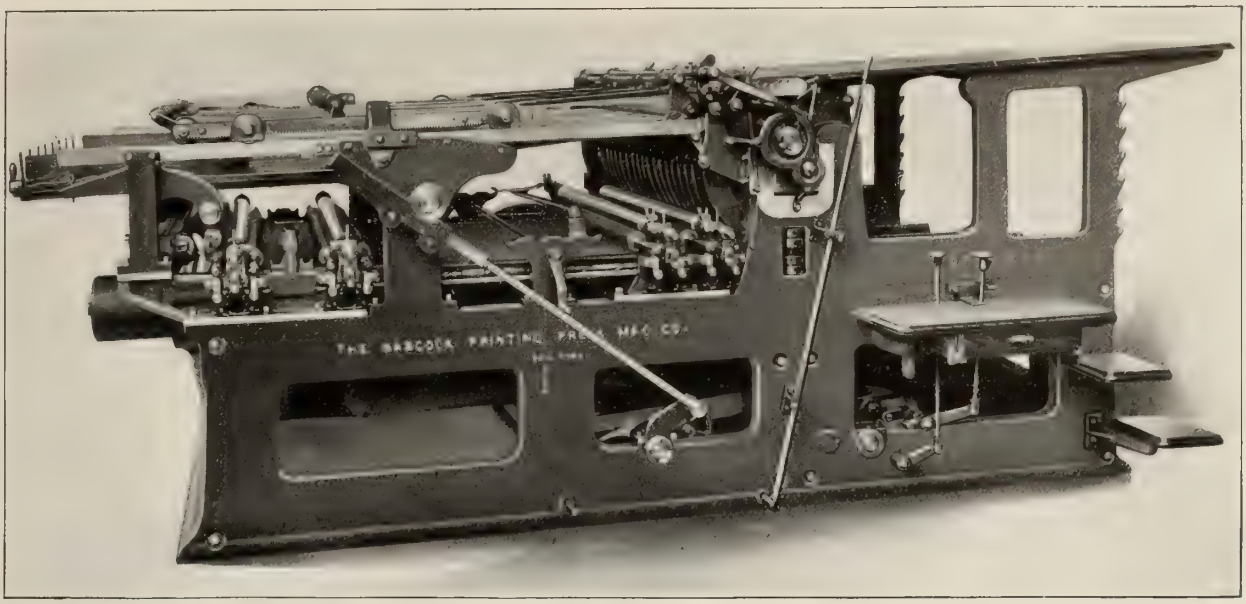
NEW YORK CHICAGO BOSTON

Canadian Selling Agents:

H. J. LOGAN, 114 Adelaide Street West, Toronto

GEO. M. STEWART - 92 McGill St., Montreal

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

The careful plan for

Perfect Ink Distribution in the "Optimus"

involved great patience and skill in the working out of details, for upon the success of every detail, depended the perfection of the whole.

OUR NEW PATENTED ROLLER TRIP

is a good illustration of this painstaking work. The Trip can be thrown into action or out, in a few seconds. When in action it holds the duct roller out of contact with the fountain roller, when the cylinder is tripped,—automatically cutting off the ink supply. On some grades of work this is most desirable, to prevent change in color.

It is adjustable and can be set to feed ink with the cylinder tripped, when inking forms.

The fountain can be set to feed any desired amount of ink. The entire ink feeding mechanism is simple, having few parts, each readily understood and every adjustment easily made. Everything necessary or desirable for it to do,—it does perfectly.

All printers must appreciate the economy, convenience and perfect operation of

THE BABCOCK "OPTIMUS" INKING ARRANGEMENT

Write for our catalogues. See the "OPTIMUS" at work.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

THE DOOR OPENED TO PRINTERS

No More Monopoly — Share in the Profits

COUNTER SALES BOOKS AND SUPPLIES

Duplicating Check Books
Carbon Leaf and
Carbon Back
All Sizes and Kinds

INDEPENDENT BRAND TRADE MARK COUNTER SALES BOOKS

Quality the Best
Prices the Lowest
Mutual Service
and Selling Plan

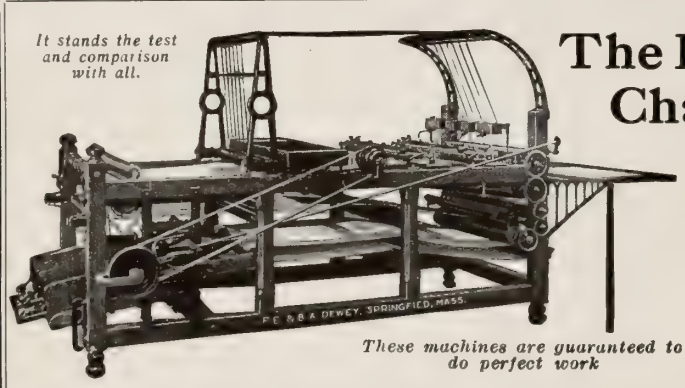
THE OPPORTUNITY OPEN AND THE WAY MADE CLEAR

JUST WRITE US TO TELL YOU HOW TO SECURE THE BUSINESS IN YOUR TERRITORY

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE TORONTO, ONT.

MENTION PRINTER AND PUBLISHER

It stands the test and comparison with all.



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DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

[MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS]

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The MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*
H. V. TYRRELL, *General Manager*
H. T. HUNTER, *Vice-President*
T. B. COSTAIN, *General Managing Editor*

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The Constantly Changing Conditions

in the printing business and methods of handling composition cause the printer to make endless investments in new equipment. In the last ten years of almost constant improvement in the printing business, thousands of dollars' worth of machinery and equipment has become obsolete in the Pressroom and in the Composing-room. The wise printer must recognize these conditions and change his equipment to meet them; otherwise his plant will be far from efficient.



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PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada
MEMBER OF THE A. B. C.

How a $20,000 Advertising Campaign Originated

An Agency Man Starts Something—Converting the Faithless—One Campaign Leads to Another—Political Advertising—Should it Pay a Higher Rate?

By JAMES FISHER

AUTHOR'S NOTE:—The editor of "Printer and Publisher" has asked the writer to contribute an article about the recent advertising campaign that was such an important factor in bringing about the prohibition of the liquor traffic in the Province of Ontario. The editor thought that, at this time, it might be permissible to relate just how the aid of printers' ink happened to be invoked, and what were the effects of the campaign. Inasmuch as the use of newspaper advertising to forward a moral cause was somewhat of an experiment in Canada, publishers will doubtless be interested in the subject, as newspaper men should at all times be interested, in new ways of selling their white space.

THE Citizens' Committee of One Hundred is a non-partisan organization, whose personnel is made up of men of very great prominence in the business, financial, educational and social life of the Province of Ontario. They are, of course, all zealous temperance advocates, but when their organization was formed, in the fall of 1915, there were few of them brave enough to predict that they would be able to influence the Ontario Government to take any drastic action.

HOPE'S DARK HOUR

Although the war had aroused temperance sentiment all over the world it was felt that Ontario was in a somewhat unfortunate position, from a temperance standpoint, through the fact that the question had become entangled in the meshes of party politics. Even the most ardent prohibitionists admitted that it was a pretty dead corpse that Mr. Rowell laid away on June 30th, 1914. On the previous day the Liberal party had faced the electors of the Province with "Abolish the Bar" as the chief plank in their platform, and were badly defeated. Men did not hesitate to say then that the Prohibition propaganda was effectively silenced for a long terms of years. The appointment of the Provincial License Commission in the spring of 1915 was looked upon as definitely committing the Ontario Government to regulation as opposed to abolition of the bar or total prohibition. It was little wonder, therefore, that the announcement, in October, 1915, that a new temperance organization was formed, met with expressions of doubt and misgiving from friends of temperance reform, and with jeers and sarcasm from their opponents. But the aggressive measures of the Citizens' Committee of One Hundred were of such a character as to win a complete triumph in less than five months. In bringing about that triumph newspaper advertising was a most important factor in accomplishing the purpose that was to be achieved.



JAMES FISHER
Manager of the Toronto office of McConnell & Fergusson, advertising agents. In the accompanying article Mr. Fisher tells the story of an advertising campaign lasting six weeks, which enriched Ontario publishers to the extent of $20,000.

NEWSPAPER ADVERTISING—PERHAPS

A few weeks after the Citizens' Committee of One Hundred came upon the scene the writer happened to get into touch with a few of their leaders, and found that they had not considered the advisability of using newspaper advertising to arouse the Province. Reliance was to be placed on a series of local banquets and public meetings, to be addressed by an army of speakers. The contra-suggestion of newspaper advertising, being quite new, was naturally received with caution, and a tentative reply was made by the executive to the effect that the committee might possibly consider spending four or five thousand dollars in a series of three hundred line advertisements, to appear in two Toronto morning papers, one or two Ottawa papers, two London papers, one Hamilton paper and possibly one or two other dailies in the country. The writer protested that the proposed campaign, in almost

every phase of it, was inadequate, more papers, larger spaces, and much more money being absolutely necessary if public opinion was to be aroused to such a degree as to induce the Government to reverse its policy.

The Committee had, by this time, decided that a monster petition would be the best means of bringing home to the Government the force of public opinion on the temperance question, and the plan was to advertise for a few weeks



Specimen advertisements prepared in connection with the successful campaign of the Citizens' Committee of One Hundred to secure total prohibition in the Province of Ontario.

before the organization began circulating their petitions. The writer argued that a campaign, to last only three weeks and to achieve the object desired, had to be bold in the extreme, as nothing could be accomplished unless the public and the Government felt there was a strong force behind the new movement. The writer's suggestion was to use copy of from one thousand to twelve hundred lines in practically all the dailies of the Province and in as many weekly papers as the funds at the disposal of the Committee would permit—in every country weekly, if possible.

A MASTER SALESMAN ARRIVES

Just about this time an event happened that had a far-reaching influence on the campaign, and this was the success that the Committee achieved through the "borrowing" of Mr. G. A. Warburton, general secretary of the Toronto Y. M. C. A., to organize the campaign of education and persuasion about to be launched. Mr. Warburton had shown a most exceptional genius for organization on numerous previous occasions where "whirlwind" campaigns were conducted and which called for a highly organized system of territorial divisions, each to be canvassed by his captains and their "teams" of workers.

Mr. Warburton was quick to realize the value of the larger space proposalfi perceiving that a strong diving force was necessary in order to make possible the achievement of the revolutionary end that the organization had in view. His entrance on the work put fresh spirit and enthusiasm into the propaganda, and it was soon decided to take up practically the entire list of Ontario daily papers on the large scale proposed, as well as one hundred and fifty weekly newspapers and certain of the religious weeklies and class papers.

MERCHANDISING AN IDEA

It is a matter of record that the propaganda of the Citizens' Committee was placed on a new footing from the day on which their first advertisement appeared. Organizers had been out through the Province recruiting an army of 35,000 volunteer workers to circulate the prohibition petitions. These organizers testify that the newspaper advertising made their work plain sailing; it demonstrated there was a force behind the organization that meant to accomplish things. It convinced the public that the organization was absolutely non-partisan, and aroused interest throughout the Province to a remarkable pitch. The 35,000 workers, who carried the petitions to the people were met by a public who understood, sympathetically, the object of the campaign. Even in the larger cities, where temperance sentiment was supposed to be just lukewarm, the results were astonishing. A total of 348,166 voters and 477,396 non-voters signed the petitions, the percentage of voters signing being over 71 per cent. of the total who voted at the Provincial elections of 1914. This is believed to have been the most formidable petition ever presented to a government in any country! The newspaper advertising had aroused the Province and Mr. Warburton's superb organization quickly gathered in the fruits.

THE FEEBLENESS OF ANONYMOUS ADVERTISING

Brewers and distillers have always been consistent advertisers of their wares and they were quick to see the danger of the Citizens' Committee's bold policy in placing itself squarely before the people in a modern way. An advertising campaign in opposition to prohibition was vigorously prosecuted, but it was practically an anonymous appeal, the advertisements being signed in small type, "Personal Liberty League," and no public responsibility being taken by anyone. In most of the advertisements the address of the organization was not even given. On the other hand, the advertisements of the Citizens' Committee all carried the names of the principal officers who thus stood frankly behind the campaign and which gained considerable weight from this fact. The Citizens' Committee also published in one advertisement the names and addresses of the members of their organization, as well as the names and addresses of the officers of the county organizations, who worked under the general committee. The liquor people had a difficult task in any event, but their campaign lost much force through the fact that no individual came out boldly and took the responsibility for what was being said.

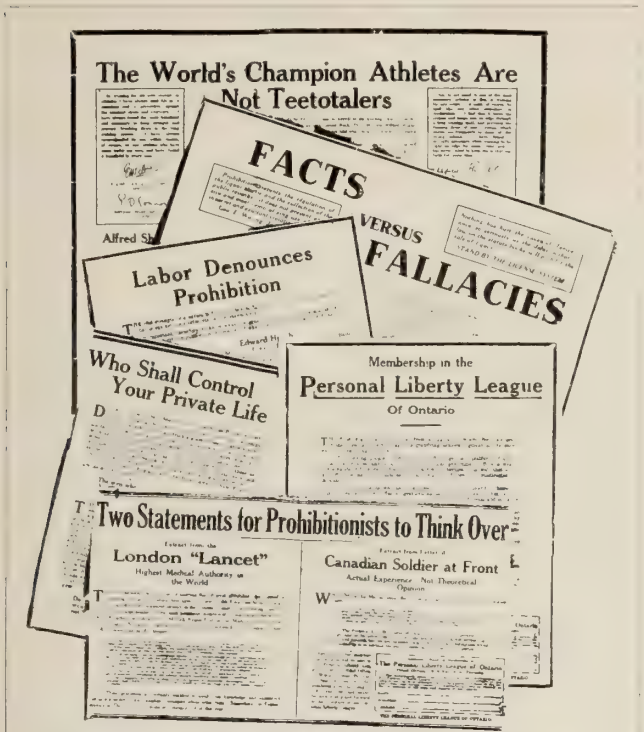
ADVERTISING AGENCIES CREATE BUSINESS

The main point of this contribution to PRINTER AND PUBLISHER is to let publishers see, by reference to an actual case, how advertising agencies are genuine creators of business. In the case under consideration it is very doubtful if any newspaper space whatever would have been used had the men behind the movement not been approached by the representative of an advertising agency. In any event, it is not at all likely that newspaper space would have been made such a strong feature of the campaign. Be it remembered, also, that the action of the Citizens' Committee had the effect of leading their opponents to use newspaper space also. The success of this campaign is likely, too, to have an effect on the policies of other organizations wishing to place a propaganda before the public, in that they will be more liable to use newspaper advertising to accomplish their end.

POLITICAL ADVERTISING

The campaign of the Citizens' Committee had other features of interest to publishers. For instance, it has often been questioned whether a newspaper should accept advertising from the opposite political party. Publishers,

nowadays, are pretty well agreed that the acceptance of such business is allowable, but their readers do not always see the point. The writer would suggest that no valid objection can be registered against a newspaper accepting any decent political advertising, so long as the name and address of the organization fathering the advertising, and the names of its principal officers are signed to each advertisement. The adoption of this policy (insisting on signed



Specimen advertisements of an anonymous character published by the liquor interests in an effort to defeat the project of the Citizens' Committee of One Hundred.

advertisements) by newspapers in general would place the responsibility where it belongs; and would leave the newspaper free to sell its space, which is a commercial commodity, and at the same time advocate in its editorial columns its own opinions, which may or may not be in harmony with the appeals made in the advertising pages. It would be a protection both to the newspaper and its readers, and would increase the effectiveness of the advertising. Political advertising, of an impersonal character, should not be permitted.

PUBLISHERS OUT FOR "EASY MONEY"

In placing the advertising of the Citizens' Committee of One Hundred with a few of the papers a difficulty was met with in a demand raised that this advertising should come under the head of "political exploitation" and as such should pay much higher than commercial rates. The agency with which the writer is connected was authorized to refuse the business to any paper taking such a stand, and that course was followed. Fortunately less than half a dozen papers maintained this singular attitude and several of them have since been convinced that their stand was not justified.

It would seem to be sound policy for newspapers to allow commercial rates to any organization wishing to buy space to further a moral or political cause. People having enterprise enough to use the modern force of newspaper advertising to further such ends should certainly not be penalized in any way. Newspaper publicity would undoubtedly be useful for many purposes for which it is not now employed, and publishers should do everything possible to encourage the use of their advertising pages for any legitimate end.

In the case under consideration the publishers demanding higher rates attempted to justify themselves on the plea that the Personal Liberty League willingly paid the higher prices demanded. The latter organization, however, were fighting on behalf of a very special privilege they enjoyed and this made the matter of price a secondary consideration. In fact, they would probably have paid "any old price" to attain their ends.

A. B. C. for Printer and Publisher

THE circulation of PRINTER AND PUBLISHER has been audited by the Audit Bureau of Circulations, Chicago. As yet the Bureau's detailed statement is not available, but by next month we hope to have the official analyzed statement as provided by the Bureau.

PRINTER AND PUBLISHER has had a good deal to say during the last year in favor of independently audited circulation statements, and it is fitting that it should submit its own circulation to the acid test of the A.B.C.

Steadily, and for the common good, publishers everywhere are giving space-buyers the fullest possible information concerning their circulations, recognizing that circulation is a commodity the money worth of which can be determined. It all means economy and efficiency in the end—and this is the world's greatest business.

The Stovel Fire

THE fire in Stovel Co., Ltd. establishment at Winnipeg turns out to be one of the most disastrous in connection with the printing business in Canada, outside of newspaper offices.

The fire took place at midnight on Tuesday, the 2nd of May, starting at about 11.30 and continuing up to 2.30 when it may be said that it was under control. During that time the machinery was destroyed, and the five-storey brick structure left in ruins. All that was left was the four heavy walls and some cross-beams and joists.

The loss as given out by the firm's accountant was as follows:

Plant value	$350,000
Building value	50,000
	$400,000
Insurance:	
On plant	$222,000
On building	44,000
	$266,000

One of the most serious losses was that of the mailing lists. These were not only melted, but all dumped from the fourth floor to the centre of the ground floor—a conglomeration of everything—metal, zinc, paper, wood, etc.

An idea of the number of machines put out of commission may be formed when it is stated that over 100 motors were silenced. Only a few days before the fire the last shafting in connection with the works was cast aside for the individual motor.

The temporary offices of the firm are in what was the former Marraggi Hotel, across the street from where they have for years been located. The editorial rooms are in what was the bar, and the main office in the old rotunda, work-rooms being here and there throughout the city, where suitable premises could be obtained. This will continue until a new building is ready.

H. P. Moore Says Agreeable Things

I HAVE read with much interest the article on "PRINTER AND PUBLISHER 25 years old this month."

Please accept my congratulations. The PRINTER AND PUBLISHER is and always has been all it ever promised to be and much more. I have always been proud that you gave me the opportunity of being its first subscriber. I was president of the Canadian Press Association that year, and stood in the relation of godfather to the new child. I have always appreciated its worth both from a practical and a sentimental standpoint. I consider that PRINTER AND PUBLISHER is worth much more to the Canadian printer or publisher than *Inland Printer* can ever be, though of course every printer should have both of these excellent representatives of the craft. No newspaper man in Canada should be without PRINTER AND PUBLISHER.

Fraternally,

H. P. MOORE.

EDITOR'S NOTE.—Mr. Moore was more than god-father because he suggested the establishment of such a paper. In those days the Canadian Press Association was composed almost entirely of the country weeklies and trade newspapers. The big city dailies, with a few exceptions, held aloof and the whole printing and publishing industry in Canada was disorganized, badly managed and unprofitable.

It was felt that a newspaper devoted specially to the industry would lead to a better understanding, and exchange of experiences and the nationalization of the industry by making the publishers and their work from coast to coast better known to each other.

The idea, promulgated by Mr. Moore, has turned out better and greater than he anticipated. PRINTER AND PUBLISHER, backed by the printing and publishing industry of the country and through the activity of its editors, has succeeded in bringing the entire industry under one big powerful organization.

41st Birthday of the Shelburne Free Press

ON THE 6th day of May, 1875, forty-one years ago, the first issue of Shelburne *Free Press* was published. The *Free Press* is in its 34th year under its present management.

George Raines, printer, Listowel, who founded the Shelburne *Free Press*, in a commemorative letter to the present publisher, has written as follows:

HOW time flies! It does not seem more than a few years since I bought the job department of the Orangeville *Advertiser* from Fisher Monro, which I ran for a short time in that town, but being approached by Mr. Monro, who wished me to go into a joint stock printing company, I got cold feet, hence my start in journalism in Shelburne. I loaded up the whole of my "plant" on two sleighs and proceeded to Shelburne, where my friend (and in fact the friend of everybody) Wm. Jelly had had an office built for the new paper. It took about six weeks to procure a press and extra material for the first issue, which appeared on the 8th of May, 1875—a diminutive sheet and nearly half the size of the present paper. How proud I was of my first paper, which I thought far excelled the old Toronto *Leader*, the *Mail* or the *Globe*, and as for the local Orangeville papers I did not think they were in it (as the saying is) with *The Free Press*. The patronage the new venture received was very good, and had the proprietor had a reasonable amount of practical experience there is little doubt but that he might even yet have been wielding the editorial pen on the Shelburne *Free Press*.

Fate, however, ruled differently, and in a few years I took Horace Greely's advice and went west, to Parkhill, to act as foreman for Wallace Graham, in the *Gazette* office. This position only lasted for a few weeks, when Mr. Graham sent me to take charge of the Thedford *Herald* office, which he had sold to an inexperienced person, who was getting into very deep water. This job lasted about a year, when it became necessary for to look for new quarters. I secured a position in Watford, where I worked for the East Lambton Printing Co., under the management of the late W. W. Buchanan, the great temperance orator. In a little over two years the business changed managers, and I, in company with a young man by the name of F. W. Jacques, started the Alvinston *Fair Play*, another venture which only lasted a few years, when my partner took a notion to go to the Western States. Once again I had to change my place of residence, and moved to Mitchell, where I had the foremanship on a new paper, the *Advertiser*, owned by Wm. Colwell. This job I held for about seven years, after which I moved to St. Mary's and acted as foreman on the *Journal*, owned by G. F. Robbins. In four years the *Journal* changed hands, being purchased by J. W. Eedy, for whom I worked a year. In 1896 I came to Listowel, and purchased a job printing office, which I have been running since.

Two Sarnia Newspaper Men are Soldiers

AMONG the many Ontario newspaper men to be found in the ranks of the Canadian Expeditionary Force are two from Sarnia, "The Imperial city," namely, Capt. J. M. MacAdams, editor of the Sarnia *Canadian* and Major Fred Gorman, business manager of the Sarnia *Observer*.



CAPT. J. M. McADAMS,
of the 34th Battalion, C.E.F., and editor of *The Sarnia Canadian*.

Up to the declaration of war, Captain MacAdams had had no military training, nor had he ever been connected with the Canadian militia.

In the fall of 1914 he applied for a course of training at London and was successful in passing as lieutenant and was given a commission with the 34th Battalion. He later qualified for captain, and was commissioned as such with the same regiment, just previous to that battalion leaving for England.

Captain MacAdams is a most capable officer and is a master of four languages, French, German, Italian and English.

The management of *The Canadian* is being carried on by his brother Alderman L. MacAdams.

Major Gorman is a South African veteran, and has followed military work since his boyhood. He was attached to the 70th Battalion on mobilization and much of the success in the organization of that splendid battalion is due to his efforts and experience.

Are Canadian Paper Makers Boosting Prices?

Answering the Charges and Complaints of Printers and Others — Canada's Favored and Unfavorable Position—How Price Increases Can be Recovered

By JOHN MARTIN, of the John Martin Paper Company, Winnipeg

EDITOR'S NOTE.—In view of the many criticisms of and even accusations against Canadian paper manufacturers concerning unwarranted advances and the reputed exportation of paper—this in the face of serious domestic shortage, this contribution of Mr. Martin's is apposite.

AFTER criticizing and listening to the criticisms of the printers, lithographers and paper jobbers for the last six months, the writer decided to take two or three weeks off and visit the larger paper centres of Canada and the United States to see the paper manufacturers and so study conditions as to become familiar with the facts.

In discussing the increased prices, I found no difficulty in getting all the evidence necessary to show that the Canadian manufacturer has had to pay some tremendous increases, and this is not the least of the difficulty, as even at very much higher prices, he is not able at all times to obtain a sufficient supply.



JOHN MARTIN.

President the John Martin Paper Company, Winnipeg, author of the accompanying timely article. Mr. Martin is a member of the Rotary Club of his city.

CANADA DEPENDED ON FOR PAPER

Pulp, of course, is the chief material entering into the manufacture of paper, and one might naturally think that Canada would be the most advantageous market in which to buy, but when one considers that all pulp can be exported into almost any market free of duty, it is easy to see that other markets are bidding up the price on the Canadian market for Pulp and are drawing upon it to the same extent as though the Mills were located in the United States; so Canada paper manufacturers have no advantage here. This is practically the only raw material that can be procured in Canada to any extent. All supplies, such as felts, wires, clay, rags, bleach, alum, etc., are bought in other markets and are subject, of course, to a duty of from 32½ to 45 per cent. I found the increase on some of the above mentioned materials was as high as 300 per cent. Labor, both skilled and unskilled, is scarce, as the various plants in Canada have recruited large numbers of men.

I can conscientiously say that the Canadian manufacturer of Book and Writings has not increased his price sufficiently to cover increased cost to produce. The American manufacturer has increased his price on the strength of the shortage of paper. Grades of Book and Writing, which previously sold at from ½ to 1c per lb., lower than in Canada, to-day are running from 1 to 2c per lb. higher than the price prevailing in Canada, and the increased cost in the United States, of course, is not as great as the increased cost in Canada because the labor problem and the War Tax do not affect them. Paper buyers in the United States do not seem to take the tremendously high prices seriously, but are more anxious to get delivery.

ONLY THREE PAPER MACHINES IN THREE YEARS

With reference to the present shortage of paper, previous to the war, the annual importation of paper into Canada was something over $8,000,000, chiefly from Great Britain and the United States; now both of these markets are short on paper for their own consumption, and our importations are practically nil; which has thrown on the Canadian manufacturer the burden of making good this shortage. In addition to this, there was a great quantity of papeterie, etc., and printed paper, such as advertising matter, brought into this country, which to-day our manufacturing stationers and printers are producing, and only three machines have been added to Canadian plants during the last three years to take care of this demand.

CANADA NOT EXPORTING BOOK AND WRITING PAPER

The question as to the Canadian mills exporting was thoroughly answered when I discovered that previous to the War Canadian Book and Writing Mills were exporting about two cars per month, but since last November, not one car has been shipped out of this country. This, of course, does not apply to News Print, as of this grade of paper, 90 per cent. has always been exported. There are manufactured in Canada about 1,800 tons per day and only 200 tons consumed, and the price on News Print has remained, under existing conditions, extremely low.

The paper jobber and consumer of paper in Canada are unusually fortunate when one considers that France is producing only 20 per cent. of her requirements and England is short over 50 per cent.; in fact, there is no market in the world where the buyer to-day is getting as nearly his normal requirements of paper, and at as advantageous a price, as in Canada.

I trust you will not take my attitude as being wholly for the manufacturer, but I have been so thoroughly convinced that I can hardly express myself otherwise; and I shall be pleased to substantiate anything I have said by giving any proof required.

HOW INCREASED PAPER COSTS CAN BE RECOVERED

Paper jobbers, printers, lithographers and the allied trade must have patience in the matter of deliveries. We must be lenient in the matter of price and co-operate, ex-

plaining to the consumer existing conditions and the amount of time required in which to make delivery.

Let me suggest that each printer give the facts to his customers in the form of a printed schedule of prices,—for example.

			Per Cent.
Aniline Colors	advanced		5,000
Bleaching Powder	"	(now unobtainable)	940
Casein	"		400
Alum	"		200
Gum Arabic	"		133 1-3
Rags	"		50 to 100
Printing Inks	"		25 to 100
Soda Ash	"		58
Lumber	"		38

Also Labor.

(Compiled up to March, 1916.)

These are a few items used in the manufacture of paper.

I found the Mills buying a great deal of their material at the price prevailing on date of delivery. If we would accept these terms from the paper manufacturer and in turn, sell our goods on the same basis, I think this would be an ideal manner in which to pass on the increase from the manufacturer of raw materials to the consumer, reserving for ourselves only what margin is considered fair.

What the Paper Men Themselves Say

"It is difference of opinion that makes horse races" was one of the bon mots of the late lamented Mark Twain. "There are always two sides to every dispute and the truth besides" declared the late Dan McGillicuddy, so widely known in Canadian newspaper circles for his candour and independence. No person appreciates the accuracy and terseness of these observations more than the average newspaper publisher. It is divergent views that create interest and discussion on all leading topics of the day.

In the last edition of Printer and Publisher, a letter appeared from W. H. Quinn, Business Manager, Public Press, Winnipeg, in which he alleged that the paper manufacturers of the Dominion were shipping paper in large quantities out of the country, asserting that this was hardly fair to Canadians, and adding "at this time when it is a question of choosing as to whom they will serve, these paper companies throw down the Canadians and sell outside of the country."

Here are the answers obtained by Printer and Publisher in interviews with all the book, writing, ledger and bond paper manufacturers of the Dominion in regard to the situation.

"We have never exported a pound of paper, book or writing, from Canada," remarked H. B. Donovan, sales manager of the Canada Paper Co. "We have always catered exclusively to the Canadian trade even when our machines some months ago were running only five days a week. Our mills, and all others so far as I know, are endeavoring to fill every contract even under the present excessive demand and the shortage and exceedingly high cost of raw materials and labor. Regarding news print, it is true that very large exportations are made, but this is necessary as the production in Canada is now some two thousand tons daily and domestic consumption is only about twenty per cent. of the output. If it were not for the export trade in news print which, during the last fiscal year, amounted to nearly eighteen million dollars, Canada would not to-day occupy the pre-eminent place which it does among the paper producing countries of the world. Even in news print Canadian publishers have always been given the first consideration and their requirements amply looked after"

I. H. Weldon, President of the Provincial Paper Mills Co., makers of book, bond and writing papers, stated that there is no foreign market but what is prepared to pay at the present time a better figure for these lines than Canadian mills are asking at home. "In spite of this", he declared, "we have not exported a single car load within the last seven months. Previously when trade was slack and the local demand fell off, we did ship a few car loads to South America, not more than thirty tons monthly at the outside, whereas our daily production is about seventy tons. We have turned down many attractive propositions in regard to quantities and prices from foreign sources and are doing our utmost to meet domestic requisitions. Before the outbreak of the war, Canada imported some eight million dollars worth of paper and the shutting off of this supply has resulted in tremendously increasing calls being made upon Canadian mills, who are operating to their fullest capacity to satisfy their customers and take care of abnormally big business in the face of difficulties, both of labor and materials, never encountered previously in the history of the trade in the Dominion".

"We have never exported a pound of book or writing paper" asserted R. S. Waldie, President of the Toronto Paper Mfg. Co. S. B. Gundy, Managing Director of Kinleith Paper Co., made a similar reply. S. J. B. Rolland, President of the Rolland Paper Co., said all they had ever exported was fifteen cases, and Howard Smith, President of the Howard Smith Paper Mills Co., added that all his firm had ever sent abroad was two cases. All stated that market had always been in Canada.

"I would like to say one thing" remarked a leading member of the trade "and that is some Canadian printers and publishers sold their waste trimmings and shavings recently to dealers in the United States when Canadian plants were scouring the country for supplies and paying the top notch figure for the same."

* * *

Printer and Publisher is glad to have had Mr. Quinn's letter; the accompanying article from Mr. John Martin; and the positive statements made by prominent Canadian paper men. Doubtless one object of Mr. Quinn's letter of last month has been achieved—and let it be remembered that Mr. Quinn spoke for many of his fellow printers in all parts of Canada; namely, clear rebuttal replies from those concerned.

Successful Advertising Campaign

The leading article in this issue of Printer and Publisher deserves to be read very carefully for its lessons and suggestiveness. The writer of it, Mr. James Fisher, is an agency man, and his observations on the creative work done by progressive agencies; on the disposition which some publishers have to exact "the limit" when the money looks "easy;" on the weakness of the anonymous advertisement; and on the acceptance of political advertising by opposite-party newspapers, merit more than a passing thought.

The success of the campaign of the Citizens' Committee of One Hundred was responsible in large measure for the launching of a local advertising campaign by the Y. M. C. A. of Toronto, and of a similar campaign in Toronto for funds for a women's hospital. In this latter campaign $3,000 was spent in Toronto dailies in one week and $40,000 was raised during the currency of the advertising.

The efficacy of newspaper advertising to achieve great and speedy results has had fresh demonstration in the instances noted above, but the big fact to remember and impress is that a sound merchandising plan backed up the advertising.

Passing of Edward Farrer, Editor and Journalist

Sketch of His Career — A Party Break — An Appreciation by Sir John Willison — An Historic Pamphlet

EDITOR'S NOTE.—*The death of Edward Farrer, eminent Canadian Journalist, who died in Ottawa, on April 27 last, calls for a fuller account of his life and place in Canadian Journalism than was contained in the brief item relating to his demise in our last month's issue. What follows appeared in two Toronto newspapers—The Mail and Empire, and The Daily News.*

EDWARD FARRER was born in Ireland and came of a prominent family. As a young man he was intended for the church, and was educated carefully for the career he was expected to pursue. In addition to his training in Ireland he had the advantage of a term in the Irish College at Rome, where he distinguished himself by his close attention to the prescribed studies. After he had concluded his collegiate course he decided to take up secular work, and with that end in view made for America.

A short visit to New York was followed by a trip to Toronto, where Mr. Farrer found in journalism a congenial field of labor. At that time the opportunities in journalism were not many, and the new arrival contented himself with an appointment to the editorial staff of the Toronto *Leader*, a paper which was then in its decline. The Conservative party a few years later undertook to establish a daily newspaper that would more powerfully champion its policy —the policy of protection to native industries. Among those who served on the new paper were Thomas C. Patteson, the manager, who afterwards became postmaster of Toronto; Charles Belford, the chief editor; John Maclean, father of Mr. W. F. Maclean, M.P.; William Rattray and Edward Farrer.

A PACIFIC WRITER

For some years Mr. Farrer was night editor of the new journal—*The Mail*—with the right to contribute to the editorial page. In that capacity he remained until after the National Policy victory of 1878, when Mr. Belford resigned, and Mr. Farrer assumed editorial charge. An invitation to join the staff of the New York *World* in association with the famous Mr. Hurlburt came a few years later. It seemed to give Mr. Farrer a wider field for his talents, and he accepted, and did much towards re-establishing the *World* as a leader of thought in the United States. The work, however, was strenuous, and vigorous as he was Mr. Farrer was not unwilling, after an interesting experience of press conditions in New York, to turn to a quieter life. He therefore took charge of the Winnipeg *Times* and conducted that paper for several years. In 1883 the editorial chair of *The Mail* became vacant, through the appointment of Mr. Martin J. Griffin to the position of Parliamentary Librarian at Ottawa. Mr. Farrer agreed to occupy the chair once again, and returned to Toronto for that purpose.

AN EXCITING PERIOD

Exciting times followed. The second Riel Rebellion in 1885 led to much discussion as to the accountability of the then Government for the outbreak and Mr. Farrer more than hinted that inefficiency in the management of Western affairs had given Riel his opportunity. This led to a coolness between the Government and the journal, through which Mr. Farrer spoke. Later on the attitude of certain French-Canadians on the Riel question elicited from *The Mail*, under Mr. Farrer's guidance, a strong attack upon the French-Canadian race, united with suggestions that privileges enjoyed by the French-Canadians under the Treaty of Cession, be withdrawn. The Conservative Government objected to this phase of the discussion, and a breach between *The Mail* and the Administration ensued. Then Mr. Farrer took up the question of unrestricted reciprocity with the United States, and advocated that policy. Conservatives were unwilling to adopt the reciprocity idea, but under the influence of Sir Richard Cartwright the Liberal party took up the project, and in order that Liberalism might be the more fully seized of the details of the policy, Mr. Farrer was urged to transfer his services to the Toronto *Globe*. As editor of that journal Mr. Farrer worked energetically and conducted the argument for unrestricted reciprocity until shortly after the defeat of the scheme in the election of 1891.

A SENSATIONAL INCIDENT

It was during this election that one of the most sensational of modern campagin incidents occurred. Sir John Macdonald was speaking at the Princess Theatre in defence of the prevailing trade policy, when suddenly he produced proof sheets of an article written by Mr. Farrer for a United States politician at Washington, and charged that Mr. Farrer was in the service of a foreign country. The reply was that the writer had simply prepared arguments and statistics favorable to his cause for the information of the person to whom the article was addressed. But the object of the assault by Sir John was evidently attained, and the election was distinctly influenced by it. When Mr. Farrer resigned from the *Globe* he *wrote* voluminously for the more important magazines, bringing his splendid historical knowledge and his fine command of the English language to bear upon the numerous subjects with which he dealt. He engaged in other literary work, and was regarded as a mine of information upon almost any subject connected with the history of Canada. He had been living retired for some years at Ottawa.—Toronto *Mail and Empire*.

* * * * *

A Great Journalist — An Appreciation

BY SIR JOHN WILLISON

EDWARD FARRER is dead. His name is not so familiar as it was 25 years ago. He belonged to the era of Confederation and the time of Sir John Macdonald. He had personal and political relations with Macdonald, and Tilley, and Tupper, and Thomas White, and E. B. Wood and Carling, and Haggart and McCarthy and Cartwright and C. F. Fraser, all of whom have passed into history. He was the colleague of T. C. Patteson and N. F. Davin and John Maclean and Kingsmill. For Sir John Macdonald he had a high regard. Sir Charles Tupper he did not like. He fought George Brown and never belived that Brown had statesmanlike quality. He fought Mackenzie and Blake. For Mackenzie as a leader he had not much admiration. Mackenzie as a man he respected. Among the men who were conspicuous in politics when he was active in

Canadian journalism he gave the first places to Macdonald and Blake. He gave a zealous support to Sir William Meredith in Ontario, but rarely lost an opportunity to thrust at Sir Oliver Mowat. He was one of the effective writers in the Canadian Protectionist movement, although it was not easy for those who knew him well to determine what were his actual opinions on fiscal questions.

RELATIONS WITH GOLDWIN SMITH

He had intimate relations with Mr. Goldwin Smith. Both were active in support of Sir John Macdonald during the protectionist campaign of 1878, and both later advocated reciprocal free trade with the United States. Goldwin Smith had no genius for research. He never had the laborious, continuous patience of the historian. Mr. Farrer had these qualities and Goldwin Smith often sought his advice and co-operation. It is doubtful if any clearer or stronger writer on economic subjects ever appeared in Canadian journalism. He was always lucid and decisive. There was no "oratory" in his writing, and yet at times it was singularly sympathetic and elegant. He know many men and he was interested in many subjects. He could fight the Roman Catholic Hierarchy and yet have close personal relations with Roman Catholic ecclesiastics. He could be an active advocate of the platform of one party and have cordial personal relations with leaders in the other party. Few men knew so much of the undercurrents in Canadian politics. Few men received so many confidences or more scrupulously kept the confidences with which he was entrusted. He went to the *Globe* from *The Mail*, from the Conservative party to the Liberal party. He took with him no secrets that could help the one or discredit the other. If he had any such secrets they were not disclosed. It is perhaps doubtful if he had much sympathy with any political party. At times perhaps he was contemptuous of the issues which divided politicians. For years he was the chief editorial writer of *The Mail* and never was that newspaper more powerful. For two years he was chief editorial writer of *The Globe* and there as on *The Mail* was influential. It was almost inevitable that he should determine the character and temper of any paper to which he contributed. He could not occupy a subordinate relation. Whether it was admitted or not he was at the head of the table. This was not because he strove to be first, but because his knowledge was so wide and his experience so great that his authority was the natural result of his ability.

THE FAMOUS PAMPHLET

It was during his connection with *The Globe* that his celebrated pamphlet, practically advocating political union with the United States, was stolen from a printing office and extracts from the book read at a great meeting in the old Academy of Music, at which the chief speakers were Sir John Macdonald and Sir Charles Tupper. Although we were together on *The Globe*, I had no knowledge of the pamphlet until the day on which the meeting was held. I then learned from a friendly Conservative journalist that such a pamphlet was in existence and that it was intended to produce it at the meeting and later have *The Globe* office attacked. I did not believe that any attack upon *The Globe* was intended and I opposed firmly but unavailingly a proposal to have the office guarded by police. It was so guarded but there was no suggestion of attack. One thought at the back of my mind was that an attack upon the office would give a grievance as an offset to the sensation which publication of the pamphlet was bound to create. How much the pamphlet may have had to do with the defeat of the Liberal party in 1891 cannot be determined. It is hard to think that Sir John Macdonald could have been defeated in any event. Free use of the pamphlet was made by the Conservative press and Conservative speakers all over the country and naturally it was thought that the thing did damage. Mr. Farrer rightly enough took the responsibility for the pamphlet upon his own shoulders. He never seemed much worried or distressed by its publication. I never heard him express any regret for writing it. The Liberal leaders knew nothing of the pamphlet until it was produced at the Toronto meeting. Even Sir Richard Cartwright, who had very friendly relations with Mr. Farrer, was unaware of its existence. More than any other man Mr. Farrer produced the agitation in Ontario against the Jesuit Estates Act, as he was chiefly responsible for the agitation for commercial union. He was a cosmopolitan and perhaps never felt the strong impulses of national feeling.

A GOOD COMRADE

Mr. Farrer often talked of his experiences as an Immigration Agent in Ireland, and on no subject was he more entertaining. But he was entertaining on all subjects. He had an amazing collection of stories. He saw humor in any and every situation. He was a brilliant conversationist and he loved to talk. He was fond of sport. Before the time of baseball he was often seen at cricket matches. In later years, while he lived in Toronto, he was a devotee of the diamond. He could write on pugilism with as much authority as he wrote on finance and he could describe with singular accuracy all the great encounters between the heroes of the ring for generations. For some time he was in Winnipeg where he was connected with *The Sun* and *The Times* and to both of these papers he gave distinction. No journal to which Mr. Farrer contributed could be dull or commonplace. He was bold at times and now and again greatly disturbed his political associates. One thinks of quotations from his pen which did service in various campaigns and not always in behalf of the party with which he was allied. Such utterances, however, were generally in denunciation of abuses and were not dictated by any mere desire to create annoyance or friction. During his later years Mr. Farrer had a literary connection with the Canadian Pacific Railway, and was a frequent contributor to such journals as The London *Economist*, The New York *Sun* and The New York *Evening Post*. For some time his health was not good, but it was not thought the end would come so soon. With his death passes an interesting and striking figure. Behind the scenes he did much. He moved many men who perhaps hardly understood the influences to which they responded. He held, as I have said, the secret of many mysteries and knew the details of many incidents in Canadian politics. He had perhaps more personal acquaintances than any other man in Canada, and more friends also. No one who ever worked at his side could forget his kindness, his humor, his genius for comradeship or ever cease to wonder at the ease with which he did his work, his familiarity with many books, his knowledge of the affairs of many countries, his prodigious memory and the numerous and varied channels through which he collected information on the subjects in which he was interested.—Toronto *Daily News*.

St. Catharines, Ont., May 5th, 1916.

I LIKE your magazine PRINTER AND PUBLISHER, and derive a quantity of knowledge from it. I always boost it to my fellow printers.

Yours fraternally,

T. W. RENNIE.

Getting Foothold in Winnipeg's Printing Business

Harry C. Stovel Continues the Story of His Own and His Brothers' Experiences in Winnipeg in the Eighties—Shadow and Sunlight—A Printer Who Became a Premier—The Birth of the Winnipeg Tribune—Starting a Ready-Print Business

By HARRY C. STOVEL

I REMEMBER that when we went after the Government contract, sufficient money could not be obtained from our regular banker for the deposit. Result was we had to go to another bank and seek assistance. Fortunately, the manager of the second institution knew us when we were kids, and, after satisfying him that we knew where we were at, he gave us the assistance necessary; and he was pleased when he saw us win out, though his bank benefited only to the extent of the slight discount upon the amount advanced for the deposit. The matter was a standing joke for years after with the manager who refused us. When he went to another bank as manager he sought our account.

I remember when we had the contract under way, and the first job that came in through it; we thought that it was something, and out it went just as quickly as we could send it, in order that we might ingratiate ourselves with the powers that were.

HAPPY DAYS

I remember quite well how, when there were sort of repeat jobs being done we used to work into one another's hands as to pick-ups and so on. Nothing was left undone that would aid in bringing the result and many were the hearty laughs that would arise as odd names, struck by one or other in the copy, were called out. Those were happy days, never to be experienced again. The hand of prosperity has won out, and cold formality has come in. There was much more satisfaction in each twenty-four hours then than in any of the present day.

I remember "Check" was an adept at robbing when he was short of letters, especially the light-face Gothic we had in the early days. When charged with thieving his reply would likely be, "Well, what of it? Gus will have that line free in the next cast he makes"; and so there was an end on't.

FOUR MEALS A DAY

I remember, after we had received the contract, how W. F. Luxton, who had had it for some time, and P. C. McIntyre, whose firm had the School Board contract, shaking their heads; and, on the street, the former, in more than feeble language, saying that we were crazy. They were looked upon as authorities in those days. Both had been good school teachers, but were not what in those days were called printers. But, of course, as they had good printing offices, they were considered at the top of the heap. Shaking their heads made us only all the more determined. The first year's work was done upon one Pony Campbell and two Gordons. It meant early and late at work, and to carry out the program, we had often to have four meals a day, so long were the hours of work. But the contract was carried out, and to the satisfaction of the authorities, as was afterwards learned.

C. D. STOVEL,
Vice-President of Stovel Co., Ltd., Winnipeg.



Before striking out for the Golden West, and after assuming control of an agricultural journal impressing the farming community with the difference between a red-skinned Tamworth hog and a finely coated Jersey calf, between which, he says, there is assuredly considerable "diff."

LOST BUSINESS AND OTHER TRIALS

I remember, later on, other offices holding that "if Stovel's can do the work, we can," and after the contract they went. There was nothing to prevent them from doing the work, for the contract did not cover much more than the printing for Winnipeg now does per year, but they did not think they could do the work until it had been demonstrated that we had done it with our small plant. As result of their all going in for the contract, there was a merry fight from that on. The consolidated statutes came in with the contract at one time, and we lost out. Our figures at that time were not low enough, as we felt that we could not take that work as low as the other regular work, as, if a section was lost (we had had some experience along this line with the journals and regular statutes), we would be out on the deal, as the "run" was too great to take any risk. Those who secured the contract can tell the story.

I remember fights had with the then Queen's Printer, upon extras which were based upon contract figures. He was no printer, but knew it all. We had to fight like tigers to get what was coming, so that we could break even upon some jobs. He was a Scotchman to the backbone, but, withal, honest, never looking for "his portion" like some, and when beaten, fell in line.

THE FIRST MAPS OF MANITOBA

I remember canvassing for and securing the order for the first maps of Manitoba to be printed in Winnipeg. The plates were secured and, for years after, they were printed

from these plates, with corrections, of course. It is quite interesting to compare one of these maps with one of to-day and note the difference in the number of railway lines alone.

I remember when we were able to print the first full sheet in Winnipeg. The other offices had not large enough machines to do a full sheet at once: they had to be printed half at one time and the other half at another. This was, of course, outside the newspaper presses, as they were not used for job work.

THE STOVELS CHOOSE A NEW LOCATION

I remember one day getting annoyed at our landlord and returning to the office hot under the collar. The latch on the front door became broken; presume we were responsible for its being broken, but that did not affect me. I claimed



The above illustration shows one of the great "fortes" of the Stovels when not at work. Family gatherings have been a strong point. To the extreme left is Mrs. C. D. Stovel, the life of any gathering, and a sister of the McIntyre's of Winnipeg, a family also noted for their leaning towards the "fourth estate"; then comes the youngest and oldest of the Stovel "boys". "Check" can hardly avoid his head long enough to the right for the photographer so anxious is he to get at the olives in the bottle in front of him, while H. C. has not time to wait and is "at it" while the picture is being taken; the latter has also managed to get close to the grub-box, and, though not a smoker himself, has taken charge of the cigars so that he can keep his brother from hurting himself. On the opposite side is first Hugh Anderson, of the *Nor'-West Farmer* staff; Lloyd now Lieut. A. L. Stovel; the Misses Stovel, and Master Harry Stovel, each of C.D.'s family. The photo was taken some years back, the youngsters now being considerably more than kids.

that the landlord, and also the agents, were making money out of us, and warmly suggested that we get hold of a piece of property and arrange for a building in some way. The insisting of the agents that we pay the cost (40c, I think it was) of fixing the latch was the primary cause of the Stovel Company purchasing property at the corner of King and McDermot. My brother John, always opposed to debt, was against going ahead, but, as father was alive then, and he was the settler or go-between, he fell in line with the scheme, and A. B. being of the same mind, the majority ruled, and our heads were in for the down-town property; and a lucky thing it was, as time showed.

I remember how difficult it was to come to a decision as to location of a site for the business. A friend of father's who knew us when we were boys, and who was manager of one of the Winnipeg banks at the time, was really the one who decided for us upon the present spot. There were three places considered: one where the present Government Building stands on Owen street, and a place just where the bend in Arthur street occurs near Notre Dame. The latter had a building on it, and this was a consideration, as we could use it at once. Then the present site. One afternoon the bank manager went with me over the sites, and said that they were all good, but he gave it as his opinion that the present one would become valuable sooner than the others; we would never be out on either of them was his view. His opinion carried, and the present site was secured; and it was some work to carry it along.

A PRINTER WHO BECAME A PREMIER

I remember the days when George Ham (now termed "Col. George" of the C.P.R.) ran *Town Talk* at Winnipeg; when he and Burkhart, his ad. man, both stood over the make-up (and by-the-way, I believe that was about the time when the present Premier of Saskatchewan, then plain Walter Scott, worked for us, and was make-up on the Manitoba journals, and so on), and told where almost everything was to be placed—and sometimes had hot discussions as to certain locations. In striking contrast was this action of the union men in the days later on when the Union threatened the Stovel Company with difficulty if I stood at the stone and gave directions as to placing articles in one of their publications, notwithstanding that not a stick of type was handled by me, and notwithstanding the protestations of the Father of the Chapel.

STARTING THE WINNIPEG TRIBUNE

I remember when the *Free Press* at Winnipeg was not a Liberal organ, and when the Liberals wanted one. I remember giving the matter of starting one some thought, and was on the track when R. L. Richardson came along. Having the stronger pull, he won out, and the *Tribune* was the result. D. L. McIntyre, who years before had been in the *Free Press* when it was a Reform journal, came from Port Arthur and linked up with "Rich." If you managed to get these two going once, they could tell "something" exceedingly interesting.

I remember Manager Crosby, of the Dominion Type Founding Co., coming from Montreal to Winnipeg to close with the Stovels as their representatives in the West. The deal was effected, and it carried with it the agency for MacKellar, Smith & Jordan, but the Dominion's own body type was to be forced to the front. A great deal of it went to the front, or back, whichever you please. It was fine stuff for the devil to make even with; if a line did not space nicely, and no hair space at hand, all he had to do was to bend the spaces; they would almost double. Considerable of this type was used on the Government work.

HARRY STOVEL STARTS A READY-PRINT BUSINESS

I remember the strenuous times that had to be undergone to make things go when starting the first type supply house in Winnipeg. The Stovel Co. had been handling material as a side line, but, pulling out from them, I took hold of the type business myself, and started ready-prints as well. Drafts and notes were dishonored by the score, and no notice was taken of them by the printers.

I remember many and many a time, when running the ready-print and supply house, the bank calling up and saying that so-and-so draft was back, had been charged up, and MUST be covered. It was no unusual thing in those days for the printer to let his draft come back without a word of explanation. Such was especially "nice" on a Saturday morning, when all was in shape for the week's wages to be paid from the amount at credit in bank, or with the amount that was about to be deposited. Heads had to be scratched over some new "figurin'." However, we lived through it all.

This was one of the projects that has fallen down from what was intended. The idea was to issue a good clean ready-print, free from anything out of the way. A series of weeklies, controlled by one head, was in view, but the selling out knocked it all endways.

(To be Continued)

Clips May be Barred

ADVERTISING and double post cards on which clips are used may soon be refused admittance to the U.S.A. mails, because of the damage they cause to the cancelling machines.

Lord Northcliffe Tells of Rise of the Daily Mail

Born Twenty Years Ago—The Opportunity for a Half-penny Newspaper—Good Luck and Careful Preparation—Personal Reminiscences

By LORD NORTHCLIFFE

EDITOR'S NOTE.—*The following intensely interesting and self-revealing account of the rise of the great London Daily Mail appeared in that newspaper in its issue of May 4 last, the twentieth birthday of this powerful and much misunderstood and maligned newspaper.*

ESTABLISHED newspapers, like elephants, live long, so that twenty years in the life of a daily journal is but a lustre as compared with the life of a man.

But in these twenty years of *The Daily Mail* there have been faithfully chronicled the beginnings of the great world chaos, day in and day out, with such damnable iteration that quite a number of honest folk really believed that its attitude towards Germany was that of a sensational scaremaker and war-monger.

And the greater part of these twenty years, leading up to the great world strife, accompanied as they have been by the revolutions of wireless telegraphy, motor transport, under-sea warfare, and the flying machine, is almost equal in its intensity to the story of a century.

* * * * *

Nominally, *The Daily Mail* was started on May 4, 1896, but as a matter of fact it began to be born many years before.

There are periods of arrested development in almost every art and craft.

Life as a free lance and a descriptive writer for several of the London morning and evening newspapers and weeklies, when I was between the ages of seventeen and twenty, convinced me that the ease and laxity of their direction, their "watertight compartments," and the smug complacency ruling in what were then known as the "great dailies" needed, in the national interest, an awakening. So far as the morning press was concerned, there had been very few radical changes since the grandfather of the present Lord Burnham dropped a bomb in Fleet street by issuing a live and complete newspaper at a penny in 1855.

As I went in and out of these newspaper offices I found that their organizations were so constructed that one could never convey an idea to the man at the top. Contact with the staff was, as a rule, by postcard. There were rumors in Fleet street about high and mighty personages who surrounded the editor, and once I did get as near to these great gentlemen as a talk with the late most gifted and kindly George Augustus Sala, who strongly advised me to have nothing to do with journalism. He had been at it forty years, and knew.

* * * * *

The only persons actively connected with the organization of daily newspapers whom I ever did encounter in those days were Mr. Greenwood then editor of the *St. James's Gazette*, and Mr. Le Sage, of the *Daily Telegraph*, both of whom did not strictly adhere to the system of impersonal relations with journalists. Mr. Greenwood did me a great deal of good by rejecting most of the articles I wrote for him. I once actually met an editor-in-chief, and no less a one than the editor of the *Morning Post*, Sir William Hardman. But I did not do so by the avenue of Fleet street. My father and Sir William Hardman, who was also chairman of Quarter Sessions, were contemporaries at the Bar, and Sir William gave me advice strongly resembling that of Mr. Sala. My father himself decidedly shared their views and urged that I should abandon the Street of Adventure for Pump-court.

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In the various imaginative accounts I have seen of the foundation of the Northcliffe Press I have often found my name linked with that of Sir George Newnes, the founder of *Tit-Bits*, the *Strand Magazine*, and the *Westminster Gazette*. But my first journalistic sponsor was really Mr. James Henderson, of Red Lion House, a shrewd old Scotsman, of no great literary capacity but of much perception. Among a multitude of weekly publications there was one called the *Young Folk's Budget*. Mr. Henderson, unlike the cave-dwellers of the great dailies, kept open table at one o'clock each day, and was accustomed to invite his staff and stray contributors, who included all sorts of writing folk, from Robert Louis Stevenson to the present scribe, to luncheon. It was Mr. Henderson, by the way, who gave to Stevenson's book the title of "Treasure Island" in place of the author's own title of "The Sea Cook." As I had edited a printed school journal, there were no mysteries of type and proof for me, and so, in 1881, when I was sixteen, I found it easy to write not only for Mr. Henderson's publications but for those of Sir William Ingram, who gave me my first editorship at seventeen, and later on for Cassells and Sir George Newnes. The competition that was lacking in the daily journals was very active in weekly publications. Sir George Newnes and Sir William Ingram and any of the editors of *Cassells* were as accessible as Mr. Henderson, and though hampered by great delicacy of constitution and continual ill-health, I kept the wolf from the door by writing for the weekly periodicals, and for a time edited *Youth* for Sir William Ingram, while constantly making attacks on the barbed-wire entanglements of the morning and evening papers.

All of these experiences were of great value afterwards, as was a traveling secretaryship, which brought me my first knowledge of affairs Continental.

* * * * *

When parents come to me to ask how their sons should commence journalism I have one invariable reply: "The best possible education, a knowledge of French, and a period of initiation in a provincial newspaper office."

I personally secured the latter advantage when the doctors ordered me to leave London, for I was so fortunate as to obtain an immediate editorial appointment in association with Mr. William Iliffe, of Coventry.

In the vast newspaper organizations of great cities like those of London, New York, and Paris, the neophyte must be wide awake indeed if he can master the whole organization, but in a provincial newspaper office, where the editor and his staff are in close contact each day and where perchance each man must play many parts; where the proprietor, the editor, the foreman printer, the reporters and the leader writers are in association, the whole system of newspaper control can be readily grasped.

Mr. Iliffe owned not only a number of technical weekly newspapers, but also a daily journal. It is to him that much of the development of road travel is due. When the bicycle was regarded as a toy he saw that it was the beginning of a revolution. He is one of those countless individualities scattered throughout our provinces that to our nation are a strength which the Germans do not understand.

* * * * *

It was in Coventry that the first number of *Answers* was printed, and it was there that I linked together the knowledge of daily journalism that I had hastily gathered in London and that proved so useful when, in 1894, Mr. Kennedy Jones, who was then associated with Mr. T. P. O'Connor on a long-forgotten journal called the *Sun*, asked my brother Lord Rothermere and me if we would adventure twenty-five thousand pounds in buying what was then the Cinderella of London journalism, *The Evening News*. Mr. Jones's activities can be realized by those who have watched his recent campaign at Wimbledon. I remember that after a hard day's work in editing, managing, and writing for periodicals my brother and I met Mr. Jones night after night in the ramshackle building in Whitefriars street in the endeavor to find out what was wrong with *The Evening News* and why it was that a newspaper in which the Conservative Party had embarked between three and four hundred thousand pounds was such a failure, that the wags of the Radical press used to amuse themselves by having its shares put up for sale in bushel baskets and informing the world that such shares realized a few pence each.

Our combined efforts soon discovered the faults in *The Evening News*. They were mainly two—lack of continuity of policy (there had, I think, been eight editors) and lack of managerial control. In a few months we had established the paper in the public confidence and were beginning to plan my long-cherished project of a morning newspaper.

The success of the *Star* and our subsequent development of *The Evening News* had in no way shaken the complacency of the "great dailies." *The Times* went on in its own mysterious way in the island of Printing House square, the *Daily Telegraph* continued its gentle rivalry, with the *Standard*, the *Morning Post* was aloof, the *Daily News* political and literary, was the leading Radical organ and the *Daily Chronicle*, under Massingham, was the most brilliant and enterprising of all. I hope I shall not offend my friends of those great dailies when I say that their lack of initiative, through which they had fallen from the highly competitive days of the 'sixties, and their subservience to party were a direct invitation to the assault administered by *The Daily Mail* on Monday, May 4, 1896.

* * * * *

We prepared the battle by plenty of staff work. For months before May 4 we produced a great many complete private copies of the paper. In some of these, I remember, were inserted all sorts of grotesque features with which to delude any of the enemy who might be awake, and we saw to it that he got those copies. When we were digging the pits for the great rotary presses, a waggish enemy spy, who came over "to see what those *Evening News* people were doing," was good enough to remark that they had an ominously big look and were large enough to swallow up all our arduous work in the establishment of many periodicals and *The Evening News* itself. "Better be satisfied with what you have done," he said.

The great world was becoming very interesting at that time. Parish-pump politics were slowly giving way to world affairs. The first sign of German hostility to England had manifested itself in German interest in the Transvaal. The latter stages of the preparation for *The Daily Mail* coincided with one of the numerous South African crises.

Like most successful things, the instant success of *The Daily Mail* was due to the combination of good luck and careful preparation. The good luck was the inertia of the London newspapers, none of which seemed to observe the writing on the wall in the reduction of French morning newspapers from ten to five centimes and the great public desire for more cable news.

While the project of a complete morning newspaper at a halfpenny aroused comparatively little interest among those most directly concerned (the proprietors of the penny morning newspapers and the owners of *The Times*, which had maintained its price of threepence since 1861) events proved that the public was vastly intrigued at the new development, and far more so than we anticipated. We had prepared for an issue of one hundred thousand copies. The paper chosen was, as now, exactly that used by penny morning newspapers. We were equipped with the very latest *cri* in mechanical appliances. Able young men from everywhere, having watched the progress of *The Evening News*, were offering their services. We thought that we had made every provision for every contingency, but the only lack of foresight shows if I may say so with modesty, was in not anticipating the immense demand which resulted. The actual number of copies produced on the first day was three hundred and ninety-seven thousand two hundred and fifteen, and it became instantly necessary to commandeer various neighboring printing establishments while more machinery was being made for us.

* * *

Mr. Rhodes was then being busily assailed by the same type of newspaper that now attacks those who are for active rather than passive conduct of the war. I had met Mr. Rhodes on more than one occasion. I had studied his work, and I knew, and know, that he was easily the greatest Englishman of our time. I have seen him described lately as an anti-German, and as one of the fomenters of the present war. Mr. Rhodes for a long time thought it might be possible for Germany and England to march hand in hand in the cause of civilization. His generosity in admitting Germans to Rhodes Scholarships should be a sufficient refutation of Radical misrepresentation. Our support of the great Imperialist, coinciding with the inroads that *The Daily Mail* made upon the sale of every metropolitan newspaper, not excepting *The Times*, aroused those jealousies of, and attacks on, the Northcliffe Press upon which it has always thrived. The man in the street is not such a fool as the Radicals think him, and the more the Radicals attacked *The Daily Mail* and Mr. Rhodes the more readily did the thinking portion of the population see that newspaper trade jealousy and Little Englandism were at the bottom of these aspersions.

* * * * *

As the sale of *The Daily Mail* spread in the provinces the provincial daily newspapers began to attack it. It was great sport for us, and we enjoyed it thoroughly. The provincial attacks revealed fear, and the fear betokened weakness. In response to demands from the provinces we acquired such a quantity of machinery as enabled us to print the paper much more rapidly than any other journal was produced at that time; then we engaged special trains and landed editions right and left all over the country amid a positive hurricane of newspaper abuse.

In 1900 these developments culminated in the entirely novel project of producing the journal in replica each night two hundred miles away in Manchester and engaging a fresh set of special trains to take the paper farther northward.

* * * * *

Newspaper warfare is very like trench warfare. Each party sees very little of the other. Both believe in gigantic enemy losses! I remember saying to Mr. Kennedy

Jones, at the time when the sale of *The Daily Mail* had reached six hundred thousand daily, "When *will* these people wake up to their position?" "In about five years," he replied. We were saved from competition for a long time by the kind of wiseacres who assume an air of solemnity and write for provincial journals pompous paragraphs usually headed "London Letter." These wiseacres warded off competition from us for five years by paragraphs stating that "despite the numerical success of *The Daily Mail* the financial losses are believed to be tremendous. It is understood that the proprietors will shortly increase the price to a penny." Others suggested darkly that behind the enterprise stood the Chartered Company of South Africa. Others again, that the whole fortune extracted from a prosperous periodical publishing business was being poured into the vast abyss of losses on the new daily. One enterprising member of Parliament went so far as to circularize all his fellow members to the effect that our wicked South African policy was due to the flow of South African gold into our pocket. It did not occur to any of them to take a pencil and notebook and work out the cost of literary expenses, paper, and printing, and discover that *The Daily Mail* was then, and still was up to the beginning of the war, the most prosperous newspaper in the world.

* * * * *

One of the sources of the journal's success was its free use of cable and private wire. Turn back to any morning newspaper of that time, with the exception of *The Times* and the *Daily Telegraph*. What does one find? An immense police court report occupying on some occasions a whole page and proceeding court by court; from Canada and the United States hardly anything, except by Reuter's Agency; from Paris a great deal, because it was cheap, the system generally being to send early copies of Paris morning papers by the first train and supplement them by a telegram at night, dishing the whole thing up in the form of a Paris letter; from Germany, as a rule, extremely little, and from India hardly anything. Parliament was very fully reported, space being given to Toms, Dicks, and Harrys, whose views were of no importance, and that despite the fact that a Parliamentary Commission in the House of Commons had reported years before that the additional space demanded for reporters in the House of Commons was not needed because it had been ascertained that the public did not read these long reports.

* * * * *

Some of the newspapers printed as many as five or six long leading articles daily. No one knew why, but each did it because the other did. Sometimes they were written by able specialists and entertaining essayists, but, as a rule, they were produced either by general contributors like myself, whose views on any topic at the age of eighteen could not have been of much importance, or by a staff of good scholarly men who were expected to write on every possible topic, and who did so by the aid of the "Encyclopædia Britannica" and other works of reference. In many cases payment for these articles was humble indeed. One particular august daily used to pay me two guineas for a long leading article and one guinea for a short one, probably more than the articles were worth, but certainly not enough to attract the talent so highly rewarded at the Bar, in the other professions, and in commerce.

(To be Continued)

What Publishers Are Doing

THAT our Canadian publishers East and West are "doing things" is shown by the record of achievements following. This record demonstrates that it is neither time nor place that gives advantage, but the will to attempt and conquer.

EASTERN CANADA SCRAPS

The Bruce Battalion Souvenir Number of the Walkerton *Telescope*, issued by the Walkerton Chapter of the Daughters of the Empire, was printed on coated paper. The number was well illustrated and contained much interesting reading matter of a local character. It sold for 10 cents a copy. The Roll Call of the 160th Bruce Battalion was given in full.

The Sears-Roebuck edition of the Encyclopædia Britannica is being distributed in Montreal by the *Gazette* newspaper.

The *Daily Echo*, Halifax, turned to profitable account the Daylight Saving idea. In mortised clock-faces, six inches in diameter, the advertising of many local firms appeared—this on the day preceding the inauguration of the Daylight Saving scheme in Halifax. Each of these "clock" advertisements occupied 300 lines. This newspaper is carrying a page of advertisements under the heading "Progressive Merchants of Nova Scotia."

A Garden page more attractive than many that have come to the notice of PRINTER AND PUBLISHER was published by Fort William *Times Journal*. This same publication carried in one issue two pages of "Clean-up" advertising.

A. C. Wood, for many years manager of the St. Marys *Journal*, and later publisher of the St. Mary's *Argus*, will contribute a series of articles to the *Journal* under the general heading "Old Days on the Farm." The letters will be written from Mr. Wood's own personal experience. They will cover such interesting subjects as: "Breaking in a Pair of Young Oxen"; "Plowing with Oxen and On the Trail with an Ox Out West"; "Learning to Plow"; "A Country Boy Goes A-fishing"; "The Harvest Field of Other Days"; "Farm Memories," and so forth.

A good suggestion, this, to other publishers of weekly newspapers.

The Kingston *British Whig*, in its issue of May 6, carried three full pages of automobile advertising. At first the aim was a single page. It grew to three pages. In this same issue much proffered advertising had to be omitted for lack of space. The *British Whig* is giving its readers a good newspaper. Among special features are to be noted its Saturday Book Review, Saturday Agricultural Page; and a Woman's Page on Wednesdays and Saturdays; a Community Movement Page; and a Saturday cartoon. A 4-page picture section on coated paper is also a big feature. Walt Mason's Rhymes, Sleepytime Tales, daily menus and other syndicate features are used to add to reader-interest. Among small city dailies the *British Whig* is certainly a live newspaper.

The Sackville *Tribune* developed successfully and attractively a Mother's Day page. This was made attention-compelling by means of a pictorial heading printed in blue. Below this were many advertisements assembled, in which the "Remember Mother" note was struck.

The Brockville *Times* was behind a Dollar Day event held in this city May 19.

The Windsor *Record* is running a Contractors' Page.

The Brockville *Times* published 3-column advertisement headed "The War Presents a New Made-in-Canada Opportunity," copy for which was prepared by W. H. Bowman, of the Toronto office of the McConnell & Fergusson Advertising Agency.

The Niagara Falls *Evening Review* ran a Home Beautiful page, in which a garden competition was featured.

The Bridgetown (N.S.) *Weekly Monitor* is conducting a voting circulation contest.

The St. Thomas *Daily Times* had a special section devoted to automobile matters. Six pages of advertising were carried.

The Brampton *Conservator's* Clean Up and Paint Up edition last month was a fine achievement for a weekly newspaper published in a town of 4,000. The issue was in two 8-page sections, and carried a great deal of special advertising. Two local firms had page spaces, and altogether the enterprise of the *Conservator* was richly rewarded. The Charters, father and son, are doing really notable things in the way of publishing; they publish three weekly newspapers in all.

The Montreal *Herald and Telegraph* carried two pages of Clean Up advertising in its issue of May 11. It offers $2,150 in cash prizes in connection with a city-wide Clean Up and Paint Up propaganda.

The Lindsay *Daily Warden* is running a feature entitled "The Lindsay Home Builder." Letter press illustrations and advertisements make up a page.

The Stratford *Beacon* in a special section gave the list of Perth men who have enlisted. Numerous portraits were shown. In this same section were two feature pages—Build Your Own Home, and Ideal Home Furnishings.

The *Daily Echo*, Halifax, turned to profitable account the Clean Up, Paint Up idea.

The *Daily Echo*, Halifax, ran three pages of advertising associated with the heading, The June Bride.

A mileage scrip idea, by which retailers give mileage scrip with every purchase, was utilized by the Quebec *Telegraph*. "Travel Free," was the caption of the page, and travel may be by local trolley or around the world.

The *Gazette*, Montreal, had a feature entitled "Electrical Montreal."

The Quebec *Telegraph* is running a Home Builders Page, and had a Fire Prevention Page in a recent issue.

WESTERN CANADA

The Vancouver *World* is running a page headed "Where to Spend Your Week-End and Vacation."

The Edmonton *Journal* had a page of Clean Up and Paint Up advertising in its issue of May 1.

The Moose Jaw *Daily News* concluded a circulation contest in which $6,000 worth of prizes were awarded.

The Edmonton *Journal* conducted a Baby Contest and Clinic. Children from 15 to 18 months old were eligible. Physicians delivered addresses on children's diseases and other subjects connected with children's health and dieting.

The Clean Up and Plant Up idea has been promoted by numerous Canadian daily and weekly newspapers, among them being the Winnipeg *Telegram*. The record this year shows far better than in any former year.

In the Medicine Hat *News* the list of books in the local public library is being published.

The Winnipeg *Telegram* is conducting a series of essay-writing contests for boys and girls. One subject was "Holiday Reminiscences;" another "Should Examinations be Abolished?"

The Lethbridge *Daily Herald* had a special supplement, mainly letter-press, telling the story of the growth of Lethbridge city. At the same time a goodly volume of special advertising was carried.

Book Reviews

LYDIATT'S WHATS WHAT IN CANADIAN ADVERTISING—1916 EDITION. Compiled and published by W. A. Lydiatt, Toronto.

This useful and unique publication is now in its third year; and each year sees the contents become more valuable. It is a book for the space-buyer in Canadian publications. The labor involved in the compilation and preparation of the material is immense, but it is this large, patient and painstaking care that makes the publication valuable to its users and a saver of their time. This year's issue shows circulation, and where the information has been obtainable, circulations are set forth as local, suburban and total with this further definition: namely, that "net paid" and gross figures are indicated. One interesting page gives the Canadian circulations of American periodcals—figures that have often been desired. The volume is hip-pocket size, and is leather-bound. The publisher is advertising his book in *Printers' Ink*, and one result of this publicity is to attract attention to Canada. The volume is interesting from this point of view: namely, that it is the only publication of its kind not issued by an advertising agency to prove itself a commercial success.

COPPER PLATE, STEEL DIE AND PLATE ENGRAVING PRINTING AND EMBOSSING, by C. W. Hackleman. Published by the Commercial Engraving Publishing Company, Indianapolis.

This book is a condensation of a larger one entitled "Commercial Engraving," described as a hand book of Reference for Buyers of Engraving. It describes the technical side of engraving, and is a treatise on the uses of engraving—for business cards, wedding invitations and announcements, At Home cards, party and party and dance invitations, letterheads and many other forms of social and business announcements. illustrations and examples of engraved work are numerous. Processes are fully described and made more intellegible by first-class illustrations. This modest volume is a really valuable publication for those interested or engaged in commercial engraving.

Daniel Baker, Consulting Printer

DANIEL BAKER, formerly manager of the Toronto Graphic Arts Board of Trade, has entered business on his own account in Toronto. His only merchandise is grey matter. He may be described as a Printing Consultant—a man who gives advice and service in connection with cost and efficiency systems as applied to printing establishments; who makes estimates for both printers and buyers of printing; who undertakes catalogue specifications, and the laying out of catalogues; who is ready to lay out composing and press rooms, and all kindred service. Mr. Baker believes that he is the only man in America professionally and independently providing the particular service outlined. Others rendering similar or near-similar service are usually attached to printing supply houses.

Rule for Counting Words in Classified Ads.

A RECENT regulation adopted by the six Toronto dailies establishes a uniform standard for the counting of words in classified advertisements, death notices, and miscellaneous announcements.

In calculating the cost of an advertisement, by this regulation, each initial, figure or fraction of a figure, abbreviation, and "$" and "Ct." sign, is to be counted as one word. When a hyphenated word is used, each word therein is to count as one word. For example, "high-class" is two words, "Niagara-on-the-Lake" is four words. When the letters "st," "nd," "rd," or "th" follow a number, such abbreviation is to count as one word.

Nine men out of ten believe they are worth more salary than they get. The tenth man proves his value—and gets more.

(Fame)

WE BEG TO ANNOUNCE TO YOU THAT

The Village Inn

A NEW FAMILY HOTEL, SITUATED IN OAKVILLE, ONTARIO, OVERLOOKING LAKE ONTARIO, *OPENS ITS FOURTH SEASON ON MAY 23rd, 1916*

SPECIAL RATES FOR THE SEASON OR WEEK-ENDS



M. E. HARRISON, *Manager*



SPECIAL ATTENTION GIVEN TO MOTOR PARTIES

The Old Mill Tea Garden

Rain or Shine
Night or Day

A blazing fire in the open hearth will welcome you

TEA
COFFEE
BOVRIL
OYSTER SOUP
SANDWICHES
STEAKS
CHOPS
OMELETS
ETC.

Stitt & Co., Ltd., invite your inspection of the Paris and New York Model and Pattern Hats

Thursday and Friday, March 18th and 19th

11-13 King Street East

The Lambton Mills Inn

Dancing every Saturday Evening

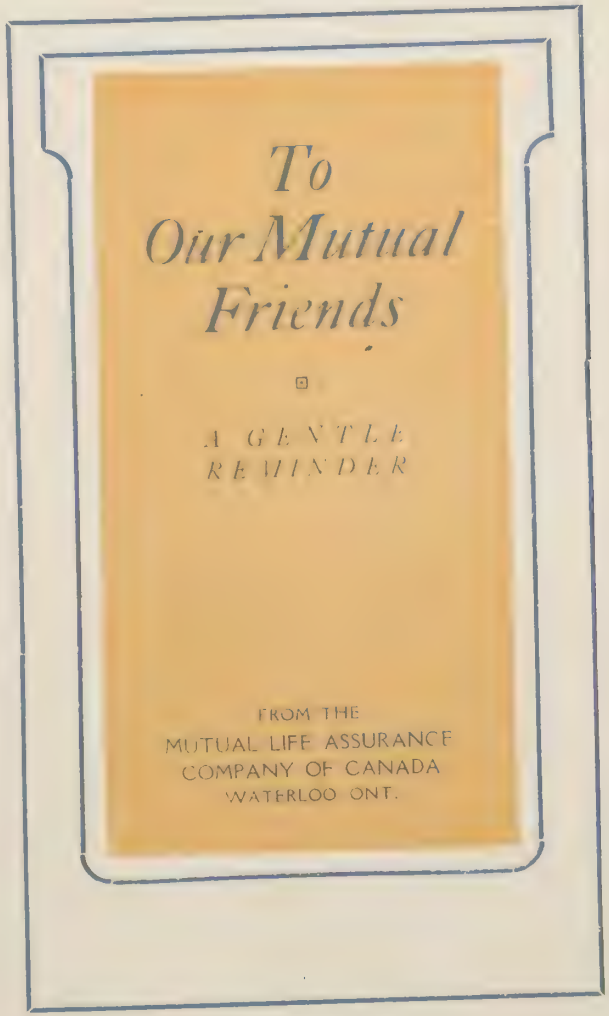
50 Cents per couple

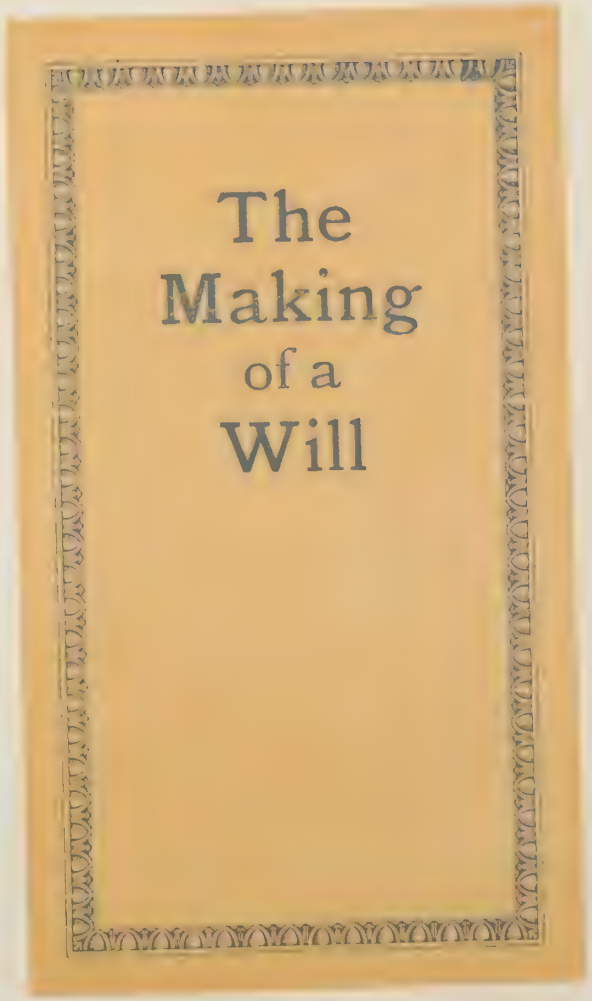
Dance Hall 60x80, with first-class maple floor, large dressing rooms, check rooms, etc.

Private Dances—The Hall can be reserved any evening, except Saturday, at a rental of $15, by telephoning Junction 2425.

Efficient service for large or small supper parties.

Lambton cars run to the door. Private cars can be arranged for.





PRINTER AND PUBLISHER

The Toronto Technical School's Printing Department

By ERNEST E. ADAMS

THIS EDUCATIONAL department of the school under the supervision of Walter H. Handley, is one of great importance, for as well as being a school for apprentices employed in city printing houses, considerable printing is produced for the Board of Education.

The composing room is well equipped with up-to-date wood cabinets and full cases of well selected series of type faces, including Caslon and Caslon Italic, Cheltenhams, Packard, and Chaucer Text, together with the Plate Gothics and a good selection of ornaments and decorative borders.



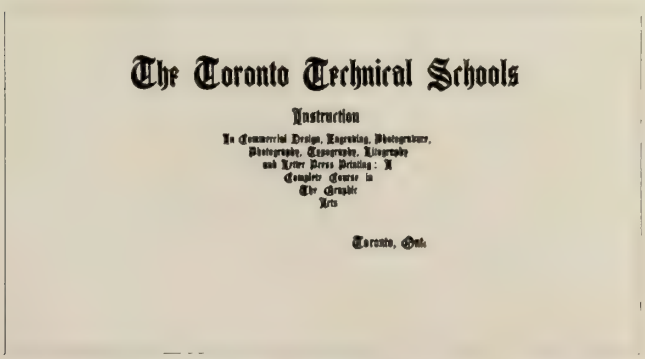
WALTER H. HANDLEY.

Instructor the Technical School of Printing, Toronto. Mr. Handley has just been elected delegate to the I.T.U. Convention, heading the poll.

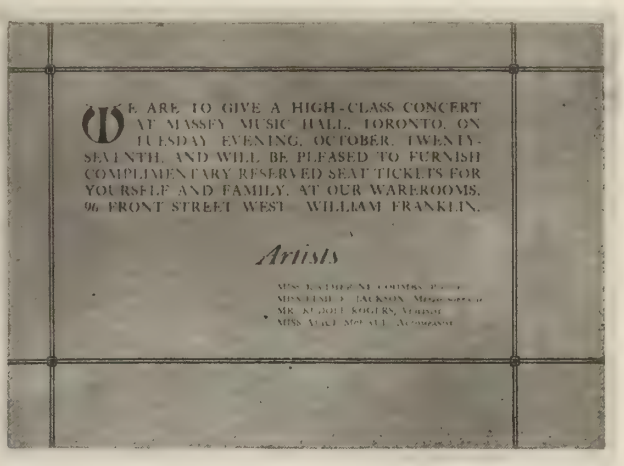
A linotype has recently been installed, a donation of the Canadian Linotype Company.

The pressroom is thoroughly up-to-date and consists of one Miehle cylinder press, a Phoenix, equipped with an automatic safety device and a Chandler & Price Gordon. There is also a Menzies folder, a large power paper cutter and a lever cutter, and a wire stitcher; making the plant practical for the production of any size job of printing.

That the School is of very positive value to the students attending is evidenced by the numerous specimens of commercial works reproduced. By attending the classes, the boys are given an opportunity to design and compose a class of work that under ordinary conditions in a composing room they would not have the chance of showing their ability, by reason of such work being given out to an already competent and reliable man. By spending this extra time at the school a boy is advancing much faster, and by being able to show his employer the result of diligent study, he places himself in the front for advancement.

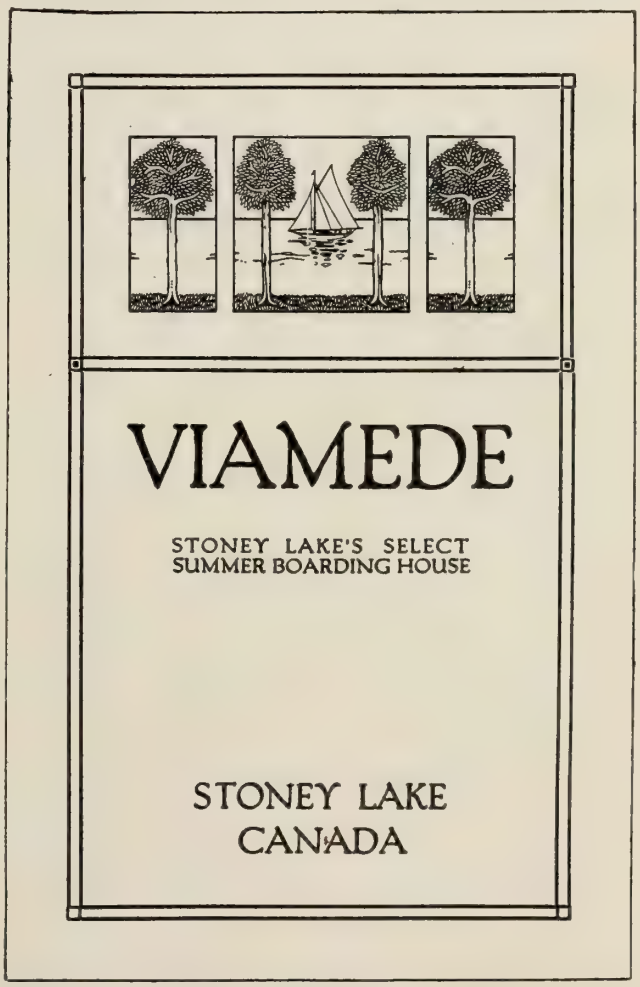


Example of students' work—Toronto Technical School, Printing Department.



Example of students' work—Toronto Technical School, Printing Department.

PRINTER AND PUBLISHER counts itself happy in being able to provide the accompanying examples this month, when the C.P.A. Convention meets in the building where this work of instruction is being carried on.



Example of students' work—Toronto Technical School, Printing Department.

THE
LOTUS CARRIAGE &
AUTOMOBILE CO

MANUFACTURERS OF
BROUGHAMS, RUNABOUTS, STANHOPES
PHAETONS, SULKIES, SURRIES
AUTOMOBILES

CATALOGUE 16

GENERAL OFFICE
415 YONGE STREET, TORONTO

Illustrated Souvenir

of the Letter Carriers' Association

of Toronto, Ontario

A Series of Illustrations in Photogravure of Toronto's Principal Public Buildings, Parks, etc., together with the business announcement of a few of the Financial and Mercantile Institutions.

Issued by the

Federated Association of Letter Carriers
Branch No. 1, of Toronto

TORONTO TECHNICAL SCHOOLS

Announcement

THE PURPOSE of the GATHERING ON SATURDAY EVENING, IS TO WELCOME PRINCIPAL AND MRS. McKAY AND TO GIVE THE STAFF AN OPPORTUNITY OF BECOMING ACQUAINTED WITH ONE ANOTHER. THE DOORS WILL BE OPENED AT 7:45 P.M. AND AN INFORMAL RECEPTION WILL BE HELD IN THE EXHIBITION ROOM UNTIL 9:00 O'CLOCK, WHEN THE PRESENTATION WILL BE MADE

SUPPER WILL BE SERVED IN THE BOYS' LUNCH ROOM AT 10:15 O'CLOCK. ¶ DURING THE EVENING THERE WILL BE A SHORT MUSICAL PROGRAMME AND AN OPPORTUNITY OF INSPECTING THE BUILDING.

The
Toronto Technical Schools
Toronto, Canada

MUSICALE
By MISS JESSIE BROWN

Sonata (*a*) Adante (*b*) Menutto (*c*) Alla turca	*Mozart*
Two Etudes E Major and F Minor Waltz in F Major	*Chopin*
Clair de Lune Jardines Sons la Pluie	*Debussy*
Sundown	*Helen Hopekirk*
Caprice	*Arthur Foote*
From Uncle Remus	*MacDowell*
Gondoliera	*Liszt*
Hark! Hark! The Lark	*Schubert-Liszt*

God Save the King

Representative examples of work done by students in the Technical School of Printing, Toronto.

Program of 58th Annual Meeting of the C.P.A.

Questionary Replaces Formal Papers and Addresses — An Editorial "Night" — The Excursion

THE programme of the 58th Annual Meeting of the Canadian Press Association to be held in Toronto, June 1 and 2, differs in idea from the programmes of previous years. Instead of a few set subjects to be introduced by designated speakers, a long list of questions has been prepared, and all who will may contribute an answer to the questions propounded.

The programme committees of the various sections have made sure of discussion by requesting individuals to be ready to contribute some thought-out views and answers, but they are not supposed to make long or formal addresses.

So is explained the absence of names from this year's programme.

In view of the probability that not all the questions are likely to be overtaken in the deliberations of the Sections, PRINTER AND PUBLISHER deems it to be unnecessary to set forth them all. In the report of the proceedings of the convention next month, the questions actually considered will be noted. However, it is interesting to record a few of questions proposed for their suggestiveness, and as indicating what is perplexing or occupying the minds of Canadian publishers at this particular time.

SOME PROBLEMS AND INQUIRINGS OF THE DAILY SECTION

Which newspapers have special departments for announcements of meetings, sporting events, engagements, etc., and charge for same? What is the basis of the charge? What results have followed adoption of this method of dealing with requests for free insertion of these items?

Is the publication of motion picture serial stories beneficial to circulation? Would the newspapers generally have benefited more by refusing this co-operation, which probably would have resulted in general advertising by the film companies?

To what extent may newspapers be expected to promote without charge money raising campaigns of patriotic associations?

Do any reputable newspapers allow agency commission to unrecognized agencies?

What course has been followed by members in handling contracts received from agencies, calling for one-half of the amount to be collected from the local dealer?

In what ways could our relations with the advertising agencies be improved?

Do any publishers allow surcharges for special positions to be counted as equivalent in additional lines? (Thus 800 lines in a position that calls for 25 per cent. extra to be counted as 1,000 lines?)

Does the experience of members who allow a cash discount warrant the adoption of that policy by other members?

How do publishers force payment of short rates when due?

Are publishers experiencing any difficulty with agencies sending out electros that run or measure more than the space named in the schedule and then refusing to pay for any more than the space named in the schedule.

What newspapers have changed from a graded to a flat rate basis and with what results?

Has experience demonstrated the value of "Dollar Day?"

Would it be desirable for a number of Canadian dailies, representing separate and distinct markets, to engage in co-operative advertising in one or more United States publications reaching advertisers?

What value would members place upon an extension of C.P.A. service to include semi-monthly bulletins, reporting national advertising that has just gone out, or is about to go out, with particulars as to nature of product, name of advertising manager, agency handling the account (if any), etc.?

What should be the policy of publishers in respect to the growing tendency of advertisers to demand only advertising of one kind on a page?

What action have members taken with respect to the clause in certain contracts providing that the advertising covered by the contract must not appear on the same page as any advertising described as objectionable in the C.P.A. "Standard for the Guidance of Members in the Censoring of Advertising Copy?"

Special representatives—Are they necessary in case of small or medium city dailies?

Would more effective representation in United States be secured by groups of daily newspapers representing separate and distinct markets, appointing a common representative?

How far should publishers go in censoring exaggerated bargain advertising offered for publication?

Is it desirable and profitable to exclude advertising from the front page?

To what extent is the non-distribution of type system economical?

Are dry mats economical?

To what extent would there be a saving of composing room costs if the "mat law" were abolished?

Print paper situation in Canada—Is there a danger of a shortage in supply and of higher prices?

How is paper waste in the press room to be reduced?

What saving of paper is possible by reducing white margins?

What are the advantages and disadvantages of reducing column widths from 13 ems to 12½ ems?

Are the current comic strips being used by some daily papers objectionable?

Moving picture and other entertainments—Is it desirable for newspapers to father these?

What newspapers are sold locally for more than one cent a copy, and in such cases at what rate?

Is a local subscription rate of ten cents a week feasible?

What methods have proven successful in building up circulation on rural routes?

What newspapers have changed from return to non-returnable basis, and with what results?

What methods have proven successful in collecting from delinquents whose mail subscriptions have been stopped?

What rate should be charged by newspapers to other newspapers with which they exchange?

What publishers have joined the A.B.C. and to what extent have their action in joining proved beneficial? Have any publishers who declined to join the A.B.C. lost any accounts by refusing to join?

Methods of gathering surburban and country news and payment of correspondents.

WHAT IS UPPERMOST WITH THE WEEKLY MEN

Progress of the $1.50 campaign—its difficulties and encouragements.

Is it advisable to give subscriptions for more than one year at yearly rate?

Are not the country weekly publishers doing themselves an injustice when they club with daily newspapers at less than full subscription rates?

What has been the effect of the establishment of the rural free delivery system on the circulations of weekly papers?

What position should publishers take in respect to the numerous requests for statement of circulation on various forms?

What methods have proven successful in building up circulation?

What methods have proven successful in collecting from delinquent subscribers?

Has experience demonstrated the value of "Dollar Day?"

What special stunts (such as "Dollar Day") have been used by members and with what results?

In what way could our relations with advertising agencies be improved?

Would it be more in the interests of the publishers to have a few financially strong and well equipped agencies rather than the present multiplicity of agents, and consequent waste effort and increased selling expense?

Should not publishers require definite instructions before a contract is completed if advertising plates are to be returned? If plates are not to be used again, should a charge not be made for storage on all plates so held?

A few simple rules for effective advertising display.

Are the rates recommended as a minimum in the standard form of rate card adopted three years ago high enough for existing conditions?

In most weekly foreign rate cards there is a flat rate of 3c per inch for composition. Should there not be an increase in this rate and also a minimum charge for composition on any advancement?

Should the C.P.A. appoint a new committee—say, an equalization committee to endeavor where there are too many papers in a field to get the surplus amicably disposed of—that is, placed in unoccupied fields.

Is a live editorial column in the country weekly worth while?

Why should printing presses, costing less than $1500, and type, be subject to duty, while other printing press and typesetting machines are exempt from duty?

Would it be profitable or feasible for rural weeklies to make their own ready print?

THE CONCERNS OF THE TRADE AND CLASS SECTION

What change, if any, should be made in the constitution of the Advisory Committee?

What action should be taken in regard to the combination among engravers and electrotypers as to prices of cuts?

What action should be taken to stop the unwarranted encroachment on private enterprise by Government competition with publishers in issuing periodicals?

How can the C.P.A. be made of more value to trade and class paper publishers?

How can we meet the argument of "We are oversold, why should we advertise?"

Selling the trade press to the advertisers and agencies by co-operative effort.

House organs and direct advertising and their effect on trade press advertising.

The relation of trade press advertising to consumer advertising, having in mind the increasing recognition of the importance of the distributer (retailer) in merchandising plans and programmes.

Should the use of premiums by farm papers be eliminated?

What progress has been made by the farm papers in putting into effect the standard of practice for the procuring of circulation?

Putting Canadian magazines on the map in place of foreign publications dumped into Canada.

The problem of renewals in magazine circulation.

Should circulation be placed on a non-returnable basis?

AN EDITORIAL EVENING

The only evening session is being devoted to a consideration of editorial interests. Addresses will be delivered by C. A. C. Jennings, Toronto *Mail and Empire*. Stewart Lyon, Toronto *Globe;* Edward Beck, Winnipeg *Telegram;* and C. H. Hale, Orillia *Packet*. There will also be an open discussion on the subject: What are legitimate limits of a political truce, and what liberty does it leave for newspaper comment?

THE SESSIONS OF THE GENERAL ASSOCIATION

In the main the sessions of the General Association will be devoted to routine proceedings—the reception of reports. A bright spot is provided by an address on "Technical Education," by Dr. A. C. McKay, Principal of the Central Technical School, Toronto.

PLACE OF MEETING

This year's sessions will be held under much better conditions than those of last year in the Board of Trade Rooms at the noisy corner of King and Yonge streets, Toronto. The Central Technical School is admirably adapted to convention purposes, as regards both its main auditorium, seating 800, and its small assembly rooms. The magnificence of the building, the vast interest surrounding its work and aims, and its superlatively fine equipment assure a plentiful crop of enthusiasm and agreeable memories.

THE EXCURSION TO FORT WILLIAM AND PORT ARTHUR

A large company of members, many of whom will have their wives with them, will go on the excursion provided by the Canadian Pacific Railway, to the twin cities of Fort William and Port Arthur. On arrival at these cities, the party will divide, one being the guests of the city of Fort Arthur and the other of the city of Fort William. Auto tours, luncheons, theatre parties and visits to places of local interest and significance, will constitute the entertainment programme.

On the return journey a five-hours stop will be made at the Canadian Sault, and visits probably made to the Pulp and Paper Mills and the Steel Mills of that city; also a short excursion to Katabeka Falls—this by the courtesy of the Canadian Northern Railway.

Two moving picture operators will accompany the party to obtain film material.

Press Association Meetings

SIMCOE AND NORTH YORK

The Simcoe County and North York Press Association at a meeting held recently at Barrie, decided to increase the subscription price of the newspapers to $1.50 per annum, beginning Sept. 1, 1916. The president, C. H. Hale of the Orillia *Packet*, presided, and there was a good attendance.

BAY OF QUINTE

The Bay of Quinte Press Association met in Belleville, May 19, when the question of increasing the subscription price of weekly papers to $1.50 per year was discussed.

MIDLAND PRESS ASSOCIATION

The Midland Press Association, has chosen the following officers: Honorary president, J. G. Keefer *Register*, Norwood; president, George H. Wilson, *Post* Lindsay; vice-president, C. A. Goodfellow, *Gazette*, Whitby; secretary-treasurer, D. D. C. Dawe, *Examiner*, Peterboro; executive committee, M. W. G. Purser, *Times*, Port Hope; C. T. Lapp, *Ensign*, Brighton, and G. A. Kingston, *Herald*, Campbellford. The question of increasing the subscription of the weekly newspapers to $1.50 a year was discussed, and action deferred until a later meeting.

Two very interesting and instructive papers were given; one by J. O. Herity, of the Belleville *Ontario*, on "The Editorial Column of the Country Weekly," and the other by R. M. Glover, of the Peterborough *Examiner*, entitled "Creating and Selling Newspaper Advertising."

A Membership Committee of seven men was appointed over seven districts, covering the entire field of the association, to hold special meetings to stimulate more interest in the association in each district, and to make such recommendations as they deem advisable at the semi-annual meetings.

I. C. M. A. Meeting

THE Eighteenth Annual Meeting of the International Circulation Managers' Association takes place this month at Grand Rapids, Mich., June 20-22. Among the new members is A. G. Cowan, of the *Manitoba Free Press*.

May 1, 1916.

WE READ your monthly journal with great interest, and its visit is always looked for each month.

H. T. HALLIWELL,
Publisher *The Estevan Progress*,
Estevan, Saskatchewan.

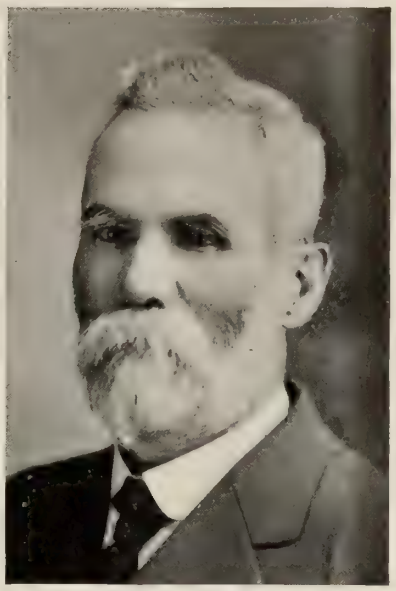
When J. H. Thompson of Thorold was a Printer

A Seeress's Prediction — The Magnetic Toronto Globe — A Historic "Strike" — When Toronto's Population Was Only 60,000

By JOHN H. THOMPSON, Publisher of The Semi-Weekly Post, Thorold

WHILE reading the reminiscences of Harry C. Stovel, I noticed many names which were once familar to me in Toronto during my early experiences there, which did not cover a great length of time, but were interesting—more so to look back to now, I admit, than they seemed then. And when those reminiscences were followed by those of Wm. Davis, it seemed to be a call to me, for as a lad I was in his employ at Mitchell, when the *Advocate* was published under primeval conditions.

My first touch with the newspaper business was as an infant in arms, when a woman claiming to be able to foretell things insisted that my mother—the most practical kind of woman — should test her powers. To silence her she was asked: "What will this baby's name be?" "It will be John," was the prompt reply. "And what will he be?" "He will be a printer" came as promptly, and the incident was forgotten. For some reason my parents neglected the important duty of "naming the baby," and, getting tired of being called "Babe," as intelligence dawned I told people my name was John, entirely unconscious, of course, of the Seeress' prediction. This was in Dunnville, where Bro. Fry has gained wealth and fame in these latter days.



JOHN H. THOMPSON.
Publisher of the Thorold *Semi-Weekly Post* and author of the accompanying "memories" of printing days long gone.

IN ST. CATHARINES

Thirteen years later, in 1866, the year of the Fenian invasion, I was a lad in St. Catharines who wanted to do things, and who saw nothing but selling papers; so went to the *Evening Journal* office, then an awful rookery on Ontario Street, on the site now occupied by the opera house, and started in. I well remember how proud I felt at the approval of the then editor, John E. Cuffe, at the feat of a beginner selling three dozen the first day. This led to my going on the Daily Post, when it was started the next spring by Fisher Monro (afterwards the dynamited police magistrate of Orangeville, and still living in Buffalo) as a regular apprentice; and, behold! the prophecy of the seeress, then recalled as a forgotten family incident, was coming to a fulfilment.

I am not in any way superstitious. Have no manner of faith in "fortune-telling," under whatever name it may pass. Have not the slightest compunction about being one of thirteen at a banquet, and would freely launch every enterprise on a Friday. I have told simply what happened, and it is for the reader to make out of it what he can. During my earlier years I was strongly attracted to teaching, to the ministry, to commercial life, even to farming; and at several times made strenuous efforts to leave the calling into which "Madame Ellis" had relegated me, but circumstances beyond my control invariably drifted me back to the case.

GOES TO TORONTO

After a year and a half with Mr. Monro he failed, and the *Post* went out of existence. The boy who had to be a printer went to Toronto—quite a venture for a youngster in those days—and sought a job. Was fortunate in being taken on by a Mr. Blackburn, who ran a job office on the west side of Yonge Street, upstairs, somewhere about Adelaide. The job ($4 per week), lasted by a few weeks, and I was laid off Saturday night with funds enough to either get home or stay over Sunday and take chances. Which should I do? I scurried over to the *Globe* office, and found the foreman, Mr. Roberts, had just paid off and was putting on his coat. Asked for a job, and he said he might need a boy—come Monday, and he would see.

There I was again. I took the chance, and was rejoiced Monday to get the job, remaining all winter, being alternate weeks on nights, when a large portion of my duty was to go at all hours to the old Assembly Buildings on Front Street for copy, Colewell being the chief, perhaps the only, shorthand reporter. Sitting in the gallery with him at times, waiting for copy, I was interested to learn that Edward Blake and Arch. McKellar were big men down there on the floor. Had to go to George Brown's house, too, for editorial; and once, while waiting in the spacious hall, a sweet-faced domestic, learning that I could set type, became confidential, and asked me to print some verses for her, which I did on the proof-press, and learned that somewhere over the sea someone was waiting for someone who was worthy of the love of a good woman, and could write verse—superior to much that is now published.

Another duty was to hold copy for a French proof-reader, and I frequently stopped to ask him questions about the matters we read of; he was widely informed, and was always happy to satisfy the inquisitiveness of the boy; once even telling me to not hesitate to ask any question, as it gave him pleasure to answer; his name has escaped me, but it is one of my pleasant memories.

The *Globe* was in the old stand at the foot of what is now Victoria street, facing King, with a narrow lane between it and the old Rice Lewis building. The Y. M. C. A. was over Rice Lewis', in two small rooms. The *Globe* building had just been doubled in size, and on the ground floor of the new annex (running north) was the great eight-cylinder Hoe press, towering up with its awesome proportions. It was just receiving its finishing touches, and was the marvel of the city. Believe it was not used many years, the web presses catching up to the style; but I have often wondered what became of it.

In the *Globe* were all the other Thompsons, father and three boys, also big Jack Thompson, Sammy Treloar, Martin, Swallow, and other old-timers. Bob Gay was the night foreman, and was a harsh one.

GOES TO MITCHELL

Went back to St. Catharines in the spring, only to return to the Queen City a few months later, and worked for Bell, Barker & Co., also upstairs on Yonge. They had the Exhibition work, and when it was done things began to quiet. Just then John Davis, of the Mitchell *Advocate*, brother of William, came down to Toronto for supplies and office help. I engaged with him, and worked for the Davises for a few months, helping to print the paper, both sides, 1,100 circulation, on a Washington hand-press. A dollar was the lowest figure for any ad. or local. I remember when a man found a watch after the press started, and we loosened the wooden quoins, wedged in one line at the bottom of a column for half the edition, and took a dollar for it.

BACK AGAIN ON THE TORONTO GLOBE

The spring of 1872 found me back again in Toronto, a full-fledged journeyman, and looking for worlds to conquer. Went first up to my old haunt, the *Globe* newsroom. The first comp. I met was Tom Cullen, whom I had left in the *Advocate* office two years before, and after a greeting he put me on his frame as a sub, with plenty of subbing following. Had a frame in a few weeks, and thought I was 'it.' The personnel of the bunch had changed, of course. A conspicuous personality was that of Ned Clark, afterwards editor of the *Orange Sentinel* and a parliamentarian. Things went well until the agitation for better things arose. The union was preparing to ask for 33 1-3c per thousand and a nine-hour day. (The scale was $10 per week for ten hours and 30c per M). The news staff decided to not wait for union action, but to approach George Brown straight. They did so, and after consideration he granted their request, there being a feeling of elation, of course. But some of the wise ones shook their heads, and said the action might yet prove awkward. And so it did.

A FAMOUS LOCK-OUT

When the union decided to press its claim all over the city, the *Globe* news staff had to decide whether to go out on strike for what they already had, or to go back on the union—whether to stand by the man who had stood by them, or turn on him and stand by the union. They decided on the latter course, and one day they found the doors locked—did not need to strike, for they were locked out. Then followed the historic strike; the scouring of the offices; the imprisonment of the "conspirators"; the union members looking down on the men who stayed with the offices; the imprisonment of the "conspirators" the union organ started, with Shields as the chief push; and the numberless other incidents of interest. The *Leader* was the only paper that accepted the union terms in full, and, while lounging in the union rooms one day, I heard Easton ask a chap to go on his frame for the night; he declined, and his strike pay should have been stopped; I told Easton I would go on, and had plenty of work right on, with the city all on strike. It was then, as now, that many would rather strike than work.

THE OLD TORONTO LEADER

In the *Leader* office were characters which Dickens would have delighted to weave into a tale. Altogether a different body of men from the *Globe* staff which struck. It was quite a harbor of refuge, in fact. Carroll, the foreman, thought he had caught me running in old "dupes" one measuring-up day, the mark being that of the previous week; but luckily it was a telegram, and the date showed that he had turned his wheel wrong; but for the date on that telegram I might have been fired. I objected to Sunday work, and always went to church first; my parents having been Disciples, occasionally went to the little brick church on the corner of Shuter. One night someone asked "Where is Slug 3?" "I saw him going to Beatty's church." another answered, and then came the remark, "O, he's all right if he goes to Beatty's church." And I wondered how much was in it, but never knew.

THE STRIKE ENDS

After the strike had been on for six weeks or so, and there seemed little chance of a general free acceptance of the terms of the union, there grew a feeling among the rank and file that some conclusion ought to be reached. But no one wished to broach it openly. The union leaders were satisfied at directing strike operations; but the printers were not so well satisfied with being thus directed, with no promise of peace. So I made myself precocious in the meeting one night by getting a hearing and demanding to know if the union expected that the *Globe*, or Dudley & Burns, or one or two others of the larger printeries which all stood out firm, would be won over by continuing the strike longer. I expected to be hooted, but some such question seemed to be waited for to break the ice; it "caught"; and the result was that very soon the strike was declared off, the process of healing the breaches begun, and the union in time regained all the offices.

WHEN TORONTO'S POPULATION WAS 60,000

Toronto in those days had 60,000 population. There was much open land between York street and the asylum along Queen. It seemed a long way up Yonge to Bloor, the city boundary, the toll-gate being considered quite out in the country. The bobtail horse-cars were run on single tracks, the driver collecting the fares, and many preferring to walk. The Holmans reigned at the Opera House. Dr. Morley Punshon was the drawing pastor of the then Richmond street Methodist church, many years ago converted into the Methodist book concern, which has again reached out. It was before in small quarters on King street east, and hard by was the store of Brown Brothers, who enlarged and were cleaned out by the great fire of ten years or so ago. The Rossin (now the Prince George) and the Queen's were then running as now.

Toronto of then and to-day is so vastly different that it is hard to adjust the perspective. What may it not be when the boy of to-day will fifty years hence relate his reminiscences?

* * *

These notes are from memory only, and if time has played any tricks as to names or other points, the reader who is able to correct will also be able to forgive.

The Chicago Printer Purchased

ANNOUNCEMENT is made that the *Chicago Printer*, the weekly printing trade newspaper founded and published by E. George Ertman, has been purchased by the Oswald Publishing Company of New York and will be consolidated with *The American Printer*. This is the fifth printing trade journal to be consolidated with *The American Printer*, the others being the *Printing Trade News* of New York, the *International Printer* and the *Master Printer* of Philadelphia and the *Western Printer* of San Francisco. Mr. Ertman will represent *The American Printer* in the Western territory, with headquarters at 626 Federal street, Chicago.

Pointed & Pointless

BY SIX-POINT BILL.

MANY, very many, publishers turn down city or adjacent town advertising through loyalty to their "own little town." In some places that I know of it has become a religion with the merchants to expect the publisher to refuse "outside" advertising, while they (the local) merchants refuse to patronize the advertising columns of their own town weekly. I know of a case that worked out this way. The two jewelers of a certain town refused to advertize. One was so cheap that he used a rubber stamp on his stationery. A jeweler of a near-by town placed a page ad. in the weekly that the other two should have used. The town that owns the two jewelers, who do not advertise, has a lamp-post merchants' organization. Yes, it mobs with the lamp-post. Two will form a quorum, if the third is not present. The jewelers apealed to the lamp-posters. They in turn went after the publisher. The audacity of a poor newspaper publisher. It was perfectly consistent for the jewelers to sell a watch or a wedding ring or anything else in the place where the page advertiser lived—but it was different for the publisher to take 25c per inch for a page ad. This tyranny is practised in more towns than readers of *Printer and Publisher* have any idea. While I believe in loyalty to one's "own little town," the publisher who burns his bridges behind him is what Sam Weller would call a hass. . . . .

* * *

Perhaps you have noticed it, perhaps you have not. Ever since Aug. 4, 1914, two Toronto departmental stores have each carried double-page ads. in the evening and frequently in the morning editions. Previous to the war both departmentals carried but single page ads. The departmentals speeded up as it were, and it paid. It seems to me that this would be pretty good ammunition to use in some towns on merchants who advertise half-heartedly or not at all. Most small-town publishers can get city advertising, and while loyalty to one's town is a great virtue, still it becomes a vice when the "other fellow" is allowed to cut off a few slices of your bread and butter.

* * *

Canadians are clever people in many ways in other ways, well I'm not going to put on paper what is in my mind. Better put it this way, they show in many cases lack of appreciation of things Canadian. What I'm getting at is this. For a year or so, those who use binder's wire have been wondering where the next spool was coming from. The Canadian had been buying in the United States, while the Australian and the Britisher were buying the best of wire right in Hamilton, Ont., under the very nose of the Canadian. Strange, is it not? Yet it is as true as pigs are paying the rent and farm mortgages of Ontario at the present minute. Ask your best half what she paid for the bacon you had with your eggs this a.m. Britain was repeating orders and Australia was doing the same with the Steel Company of Canada. Bookbinder's wire was sent across the briny from Hamilton, Ont. I know what I write. Mr. Harrison in his office in Hamilton showed me the letters from the Antipodes and the people over 'ome. Reducing this talk to a few words, you can get binder's wire in Hamilton, Ont., as good as you ever put through your stitcher—perhaps better.

* * *

Most of the C. P. A. will go up to the head of the lakes and visit the cities that the late James Conmee and Danny Smith made famous. Now, I'm not going to say whether Fort Arthur is bigger than Port William or not. Perhaps I'll get into trouble for mixing up forts and ports as it is. But what I am going to say is that the members will see as two progressive cities as there are on the Canadian patch of red. Back in 1884, Port Arthur had a daily paper. A Toronto organization, that is, foreman, proofreader, three compositors, and an editor. The latter had to split the wood, report and edit, the foreman pull the proofs, sweep out, measure up the "strings," pay the comps. and look wise. One morning the proofreader rowed across the bay to Fort William, and he failed to return as quickly as the foreman thought he should. A compositor was sent to visit certain spots visited by newspaper men and printers in the Fort William of that day. Compositor No. 1 failed to return, and compositor No. 2 was despatched after the proofreader and comp. No. 1. Comp. No. 2 failed to come back to Port Arthur, and comp. No. 3 was despatched with an assignment to search. Neither printers nor the proofreader lining up by noon, the foreman went across the bay himself, and he not returning the editor rowed to Fort William. That settled it. The Port Arthur daily suspended publication for that day. The reason. "The whiskey was bad and the water worse," at least, this was the excuse the six gave individually in exactly the same words.

* * *

Comedy! there is no end to comedy in the newspaper game. Of course there are a few exceptions, such as pay-day, for instance, or when an irate subscriber drops in and tells the publisher to "keep his darned old paper, it's no good anyhow," and when the startled boss turns to his records and finds that the irate one owes him ten dollars "back." The newspaper is not comedy under such circumstances—it's more tragic, as it were. Still if one is not as narrow nor as elongated as a wooden lath, he smiles. Knocking around the continent one meets many amusing situations. Stealing coal from a tight-fisted publisher to keep his men warm while they produced his daily newspaper; suspending a daily newspaper to go to a circus (the printers did this) in a city where copper is king; grinding out a country newspaper by horse-power, the horse running away occasionally, are just a few samples, as the druggist says.

But selling ads. with a belligerent William Goat looking for the most effective spot to land one of his strong headed jolts in my anatomy—well was it comedy? Like Bruce's spider, I don't mind trying 79 times to "sign up" a prospect for an ad. I had called on this prospect several times. I had learned that 5 p.m. was the best time to see him. In the eastern part of a certain city this prospect had his place of business. Promptly at five o'clock I was there on a



certain day. The store door was locked. I said a few words under my breath, looked up a lane closeby, saw a man unhooking a team of horses, and decided to go and have it out with him. Dodging a pile here and another there of old iron and junk and something else, I reached the place, where the horses were, the man had disappeared. Perhaps he thought I was the tax collector or the preacher. Misfortunes, never come singly in this world. You can read this last sentence two ways—you have your choice. Peering around the end of the stable, there was a William Goat. Apparently he was as much startled as I was, for a second. The goat gained his self-composure quicker than I did; it's the goat way of doing business. I admired his beautiful bunch of whiskers, a kind of rolling motion to his jaws and whiskers as he chewed the cud of contentment. I suppose when a Billy Goat's jaws are busy he's figuring on the spot for the butts to land. I wished about that time I had a cud, or a baseball bat, a ladder or a near-by fence. Sorry to confess it, but the goat had my goat. I had just put on a freshly pressed suit of clothes, paid a Greek 5c for a shoe shine and 5 bonus. That would have been 85c I would have been out of pocket if the goat got busy. There was just one chance in a million to save that 85c. I carry accident insurance but this goat was not on wheels—he was a real goat, with a real goat's intentions. So my heirs and assigns would get half what they should get if this comedy was turned into a tragedy. Robinson Crusoe had a cinch with the goats on Fernadez Isle; the goats did not know much about Robinson. I believe the goat misjudged me; he thought I was a book agent instead of an advertising man. I wanted the ad. contract—and I was going to get it, goat or no goat. Things looked bright for the goat, and blue for me. He lowered his head. "I'm going to get it now, sure," flashed across my thinking apparatus. But I didn't; the man appeared from somewhere. I did't see him coming, I was watching the goat. I placed the wagon between myself and that goat, talked business to the man, got his signature for a year's contract. The goat seemed at ease, he ceased chewing at any rate, and looked me straight in the eye when the prospect asked me about circulation. Truth is better than fiction. Truth saved me. There was everything in that yard except tin cans. The goat was plump and well fed.

* * *

Speaking about schools of journalism, that reminds me that some of those who sit in the seats of the mighty received their first lesson in journalism by washing the big roller of the Wash. hand press, lighting the fires (without ink) at 6 a.m., truthfully, making lye out of wood ashes, smoking the foreman's pipe, using the boss' tobacco, licking the boy next door, setting type occasionally, and frequently treading the Gordon and feeding it at the same time. That is how some newspaper men that I know got their lessons in journalism. Among those I might mention Johnny Robinson of the Toronto *Telegram*, Billy O'Bierne of the Stratford *Beacon*, Joe Clark of the Toronto *Star*, Don. C. Seitz of the New York *World*, Wally Wilkinson of the Toronto *Mail*, Hal. B. Donly of the Simcoe *Reformer*, Col. Jim Moran of the Atlanta *Constitution*, W. D. Howells, Norman Lewis, and a hundred or two others that space forbids mention. Of course there is a difference between a journalist and a newspaperman, but no one has ever been able to discover it except the boss on pay nights, and the latter has the bigger check. Preparedness would suggest a line or two in the curriculum about washing roller and shovelling snow. The imagination will have room to expand while at work on the rollers, and the snow shovel is dead sure to take the yawn out of yawning. Besides, it will be an insurance policy against wearing out the soles of the journalistic boots on the railroad ties.

* * *

WASTE PAPER BALERS

The generosity of the Canadian press in putting Sir George E. Foster's appeal to the Canadian people to stop the waste of paper has gripped the country. And in passing, we ask, what would Canada do if she did not have a generous press? The enormous waste can be illustrated by what the school children of Hamilton gathered in a single day—eleven carloads, valued at $1,800. Great as the work of the children was, it is safe to hazard that it was not half what could be gathered in the busy, industrious Hamilton. What is true of Hamilton is true of every other city, town and village in proportion to population. Waste—the waste is universal. With Canadians it has become a national sin. A store in a year or so without a waste paper baler as part of its equipment will be as rare as a peanut merchant at a ball game. In the meantime, let us extend a hearty vote of thanks to the generous press of Canada.

Another national waste, we wish to point out to the Minister of Trade and Commerce that is, tin cans in general. In some cities the solder is rescued, but the tin is destroyed. Tin is scarce. There are parts of Ontario, around the canning centres, where tin cans are piled in millions, that is, damaged cans. In England, empty cans are gathered, the solder extracted in furnaces and the tin thus made pliable packed and baled and sold to the mills. Here is another job for the steel baler. There are those in middle life to-day who can well remember when the bone man first appeared in Canadian cities. Yet is there one among us now, who does not know of the immense value bone-dust is to crops. Waste! waste! In rich old Ontario there is enough land going to waste from weeds, fence-corners, etc., to feed half of Belgium.

News Items

The New York *Herald* is eighty-one years old.

The Leicester (Eng.) Chamber of Commerce has contributed £2100 for an aeroplane to be given to Canada.

The Overseas Club of the London *Daily Mail* has contributed 68 aeroplanes to the Imperial Airship Flotilla. These biplanes cost £1500 each.

Printers should begin to make preparations to attend the convention of the United Typothetae and Franklin Clubs of America, to be held in Atlantic City, September 12, 13 and 14. This meeting affords a real opportunity to meet the best minds of the printing industry and to exchange ideas with one's fellow craftsmen.

The most wonderful photograph the war has produced is the unique picture which was published as a full-page illustration in the London *Daily Mail*, on February 18, last year, of the sinking in the North Sea of the German battle-cruiser Blucher. For this one photograph a negative measuring five inches by four inches—the *Daily Mail* paid the sum of £625, the highest price ever given by a newspaper in the history of illustrated journalism for one photograph. The *Daily Mail* has always been first in securing the "big pictures" of the war.

The Greeters' Association of Northern New York State visited Toronto as guests last month. The Greeters' Association is composed of hotel clerks. The scheme was undertaken for the advertisement of Toronto, to induce summer visitors to Rochester and Buffalo to come over to Toronto before they return home. The party from Toronto was entertained last night at a banquet given in their honor by the management of the Hotel Statler in Buffalo.

The Abridge Edition of the Standard Price List is now off the press and copies can be purchased by addressing the United Typothetae and Franklin Clubs of America, 550 Transportation Building, Chicago. This edition contains a greater portion of the important price schedules and ruling taken from the Standard Price List and should be in possession of every one connected with the business office and sales department of a printing establishment.

V. V. McNitt, manager of the New York Evening *Mail Syndicate*, which controls R. L. Goldberg's daily cartoons as well as the Goldberg cartoon-motion pictures, was in Toronto last month, and perfected arrangements with the *World* Syndicate Service, of Toronto, to handle the Goldberg newspaper feature throughout the Dominion. The Toronto *World* contracted for the Goldberg cartoons at the highest price ever paid in Canada for a humorous newspaper feature. Mr. McNitt also arranged for the placing of the Goldberg film throughout Canada through Specialty Film Import.

L. M. Sloman has resigned as Eastern manager of the *Inland Printer* on the closing of the New York office of this company. It was intended that Mr. Sloman should transfer his activities to the Chicago office, to become advertising manager, but he did not wish to leave New York and the Eastern field, where he is well known. Mr. Sloman has joined the advertising staff of the New York *Review*. L. V. Cunningham has been appointed advertising manager of the *Inland Printer*, relieving H. S. Brone, who will devote all his time to the business management.

In London there are three newspapers which came into existence in the latter part of the eighteenth century, the oldest of these being the *Morning Post*, which dates from 1772. The *Times* was established sixteen years later (1788), and next came the *Observer*, in 1791, and the *Morning Advertiser* in 1794. At the beginning of the next century the *Weekly Dispatch* appeared (1801), and in 1803 the *Globe* was first printed and still occupies an honorable place among its younger contemporaries. Outside London the Sheffield *Telegraph* claims to be the oldest newspaper, but the Leeds *Mercury*, as a newspaper, can claim a longer record, for it was founded in 1718, and the Yorkshire *Post* came into existence as a weekly in 1754. On Jan. 1, 1916, there were in the United Kingdom 2,400 newspapers, making allowance for recent publications which have succumbed in the struggle for existence—and supremacy. Within the postal radius of London there are 460, of which at least 27 are morning dailies and six evening dailies. In the English and Welsh provinces there are close on 1,500 newspapers, in Scotland 255, and in Ireland 190. There are forty-two London daily papers to-day—though, of course, comparatively few are known to the public, many of them being purely business papers, and no fewer than five are Jewish dailies.

Intensive Cultivation of Type Faces

THERE is a very simple principle underlying the practice of typography that means money to every printer who will take off his leather spectacles and examine it. Here it is: The principle of making a few faces go a long way; or, to state it more graphically, the principle of intensive cultivation.

One good book face contains five alphabets on each size of body. A 12 point Old Style, for example, has Roman capitals, small capitals and lower case, Italic capitals and Italic lower case. When you reflect on this fact a bit you will begin to realize the possibilities for making a single type face cover a wide range of uses. This is intensive cultivation.

The fewer faces you employ the greater will be the skill which your composing room and layout department develop in their use. There are peculiarities in every face which cannot be mastered and turned to account except by the familiarity that comes with constant and varied use. Cultivate a few faces intensively—not many faces extensively.

There is no reason on earth why printers should not forget once and for all the old-fashioned notion that the composing-room is a necessary evil, and why they should not begin to make it yield a handsome profit, by cleaning house and adopting this principle of intensive cultivation of type faces.

By applying this principle you gain both "coming and going." On the one hand you gain in efficiency. On the other you gain in quality. By gaining in efficiency you increase profits. By gaining in quality you make reputation.—Monotype.

Composing Room Copy

I HAVE always contended that the printer should be furnished with good, clear copy, typewritten if possible. If this rule is followed, the printer saves time, and consequently the customer saves money. It is often the case that manuscript copy is so poorly written that it is almost impossible to read it. Much time, therefore, is wasted, particularly when a job is to be machine set, for the operator is compelled to stop and decipher the copy, frequently reducing his output from one-fourth to one-half.

The composing room is the place to build the foundation for good printing. If the copy is not handled in such a manner that the typography characterizes the goods or the house it represents, then the work has been in vain.

Type selection depends largely on the nature of the work in hand and the equipment of the office. If the work is done in an up-to-date office—that is, an office where typesetting or type and rule casting machines are used—the customer is assured of new material, and his work does not suffer from the use of worn and battered type and rule.

Most buyers of printing have a preference for a certain type face, and it is frequently impossible to persuade them to use any other, even when it is demonstrated to them that the face they have selected is not appropriate for the work in hand. Frequently, the buyer's judgment is good, but in most cases it is best to leave the question of style to the printer—if you have selected a good one. Then again, it is up to the printer to employ someone with the ability to make attractive layouts and suggestions to the customer, and to improve the work turned out by the composing room, where the compositor generally has to pay more attention to the time-clock than to the artistic side of his work.

Proof-reading is really one of the vital problems in every printing office, and one of the most frequent sources of loss. Good copy that is clear and distinct not only helps the compositor or operator to avoid errors but also helps the proof-room. We also strongly advise the customer, the one who should be the most familiar with the subject, to read his proof before work is started, for no matter how carefully it has been read by the proof-reader errors are bound to creep in. Errors in spelling or misplaced figures, etc., mean a dissatisfied customer and the loss of his work by the printer.—Adam A. Meisenheimer.

Agency Items

THE Toronto office of McConnell & Fergusson for their client, The Campbell Flour Mills Co. has just brought to an end a very successful publicity and merchandising campaign. Six months or so ago the Campbell firm wanted to get their "Monarch" brand of pastry flour into more grocery stores in the city of Toronto, and to make this flour better known and more largely used by housewives, they put the problem up to their advertising agents, who proposed a competition. Prizes of $25, $10 and $1 were offered for the best recipes sent in by stated dates—about $200 in all. The prize-winning recipes were to be made into a book of distinctive size and character, and a copy of this book was to be given gratis to every contestant. Participants in the competition were required to send with their entries the "Monarch" trade-mark cut from any size bag of flour. That is, the competition actually sold flour, and produced visible evidence of the success of the publicity campaign.

Quite 5,000 contestants sent in 20,000 recipes. But they did more: they voluntarily supplied the finest kind of testimonials and gave the makers of the flour invaluable copy material of a sort never before perceived or possessed by the Campbell people. Copy of smashing size was used and was very meritorious in both text and display treatment.

The competition abundantly achieved its purpose—this by introducing "Monarch" flour to many new users, by putting it into many stores that aforetime did not handle it, by giving the makers a wealth of new knowledge relating to their product, and by supplying them with a piece of first-class mailing literature, namely, the recipe book now in course of preparation. The idea made money for publishers, printers, artists; for the agency, and for the advertiser, incidentally it is to be remarked that this advertising and merchandising success was devised and developed, not by the advertiser, but by his agency.

A Notable Poster

MANY publishers in Canada have received a copy of a poster by Louis Raemaeker, the famous Dutch cartoonist, and have reproduced it in their columns.

A more poignant poster has seldom, if ever, been conceived. It shows a Belgian mother of haggard and despairing face and attitude, clasping to her bosom her starving child. But it is the child's face that wrings the heart of the beholder. In it is depicted with unexampled power, terror —the wild terror of death by imminent starvation. Over the cartoon are the words "In Belgium"; below, the one word, "Help." A copy of this poster can be obtained free by addressing a request for it to the Honorary Secretary, National Relief Committee for Relief in Belgium, Trafalgar Buildings, Trafalgar Square, London, England.

NEWS ITEMS—MAINLY PERSONAL

Harper's Weekly has been purchased from the Harper's Weekly Corporation by the publishers of *The Independent* and will be merged with the latter publication. Three years ago *Harper's Weekly* was purchased from Harper & Brothers, who had published it for fifty-six years, by independent interests headed by Norman Hapgood, who had been editor of *Collier's Weekly*. The *Independent*, sixty-eight years old, has been associated with a single family during its entire existence. Hamilton Holt, the present editor, is the grandson of the founder, Henry C. Bowen. Two and a half years ago Mr. Holt was joined in the ownership and management by William B. Howland, for twenty-three years publisher of the *Outlook*, and his two sons, Karl V. S. Howland and Harold J. Howland, who had also been associated with the *Outlook* in the advertising and editorial departments. The familiar old drawing which headed the title page of *Harper's Weekly* for so many years, with a torch as the dominant feature and the words "A Journal of Civilization," will probably be incorporated in the *Independent's* heading.

GENERAL.

Archie McClean, formerly an employee of the Guelph *Mercury*, is now publishing the Chautauqua *Commercial*, New York.

John Devoy, editor of the *Gaelic-American*, was mentioned in superseding indictments handed down in New York by Federal grand jury which investigated the alleged German plot to blow up the Welland Canal.

The Pennsylvania newspaper publishers the other day passed the following resolution: "Resolved, That the publishers of the daily newspapers throughout this state publicly give notice that unless there be immediate and great material reduction in the present prices of labor, mechanical material and white paper, the time has arrived to change the price of the 1-cent paper to 2 cents a copy." As there will be no reduction they will have to increase the cost of their newspapers.

Keene's Bath Journal, which ceased publication recently, was one of the oldest weekly newspapers in Great Britain. Known as the *Bath Journal*, it was founded in 1742 by Thomas Roddeley, whose portrait in wig and ruffles, by Hoare, forms a picturesque reminder of the period. His daughter married John Keene, the journal from this union passing on to and through a succession of Keenes, hence its title *Keene's Bath Journal*. As was the custom in bygone days, patent medicines were sold in provincial newspaper offices, and the drawers in which the pills and medicines were kept at the *Journal* office were until recently in their original position. It was nothing unusual for the editor in the throes of writing his editorials to have to step down from his seat to serve a box of pills. The pages of the *Journal* were for a long period largely taken up by advertisements of various "cure alls."

BRITISH COLUMBIA.

A. B. Stanley, editor of the Hedley *Gazette*, has enlisted.

A. B. S. Stanley, editor of the Hedley *Gazette* for several months past, has joined the forces for overseas.

Another Vancouver newspaperman, Ronald Campbell-Johnston, has signed up for overseas service with the 11th C.M.R. Battalion.

J. A. Macdougall, editor of the Penticton *Herald*, is "doing" the Provincial Legislature for the Vancouver *Province*.

Business in the printing line in the Okanagan district holds steady, though much decreased compared with normal years. Advertising is slow.

Private Andrew L. Stuart, linotyper, is the first of the members of the Nelson *News* staff who enlisted for active service to appear in the casualty list. He was admitted to the hospital suffering from a wound in the leg on April 24.

The value of advertising to all business houses and the methods to be practised in order to make publicity effective formed the topic of an address by A. V. Clark, of the Clarke-Wilson Company before the Rotary Club of Victoria at its weekly luncheon.

John Nelson, managing director of the Vancouver *World*, has been East. Mr. Nelson is an optimist as to the future of the Pacific Province, believing that its great natural resources will before long enable its people to overcome the ill-effects of the recent mania of speculation.

The Salmon Arm *Observer* will, in future, make a specialty in its columns of book reviews not only for the edification of its readers but also for the benefit of publishers. All books and magazines received will be adequately reviewed and a copy of the paper containing same sent to the publishers.

A. B. S. Stanley, who took over the Hedley *Gazette* from Major Megraw some months ago, has given up the plant to join the forces for overseas. J. W. Greer, formerly of the Slocan *Record*, published at New Denver, this week takes charge of the Hedley paper.

Another well-known Nelson man to join the Kootenay Battalion is A. B. Nigg, who, although born in the United States, has spent a number of years in Western Canada, as a telegraph operator. He has been connected with the Western Associated Press for three years in the capacity of leased wire telegrapher on the *Daily News* staff and also as chief operator at Calgary in charge of the West night wire. Pte. Nigg is the eleventh member of the Nelson *Daily News* staff to enlist. In addition, some fifteen former members of the staff have joined the colors.

ALBERTA.

The Medicine Hat *Daily News* reports business fairly good considering the general trade conditions.

Robert Emond, editor of the Holden *Herald*, was married recently to Miss Myrtle May Mumford.

Gunner T. W. Green, well-known printer of the South and former editor of the Magrath *Pioneer*, has been wounded in the face in the firing line. "Tommy" Green is widely known in Southern Alberta. He commenced the printing business with the old Lethbridge *News*, and later worked on the Calgary *Herald*, Magrath *Pioneer*, Cardston *Star*, Lethbridge *Herald* and Taber *Times*.

The Medicine Hat *Times* has ceased publication as a daily and will appear henceforth as a weekly. Commenting on this the Lethbridge *Herald* says: "Anyone who holds the opinion that the daily newspapers are making a barrel of money these days is badly mistaken. Old-established newspapers are doing their best to give their readers the news of the world as it happens, but are working under great handicaps in doing so."

Lieut. Hume Winegard, formerly a member of the Moose Jaw *Evening Times* reportorial staff, has been wounded while with his regiment, a Welsh battalion on active service in Greece. He was for some time in a field hospital and later removed to England. During 1913 and 1914 Lieut. Winegard was engaged on the *Evening Times* staff, and with the outbreak of the war in Mexico he and Gordon E. Leighton, former city editor, left for Montreal with the intention of going to Mexico to see some real life. They both engaged in newspaper work in Montreal, and with the outbreak of war enlisted. Lieut. Winegard joined the First Royal Montreal Regiment, the Grenadiers, and went through Valcartier Camp with them, and later to England. While in England he took out a commission with the 7th Welsh Battalion. Mention of his wounds is made in the Morrisburg, Ont., *Leader*, Lieut. Winegard being an old Morrisburg boy.

SASKATCHEWAN.

The Kerrobert *Citizen* advanced its rate on June 1 to $1.50.

W. R. Peddle, editor and proprietor of the Wawota *Herald*, has suspended the publication of his paper so as to enable him to don the khaki.

J. A. Westman, Conservative candidate for Regina, sued the Regina *Leader* for $50,000 damages arising over the publication of certain statements Sir Sam Hughes is purported to have made in the House of Commons.

The Turtleford *Record* has changed hands, John W. Scott having sold the plant and paper to C. R. McIntosh, of the North Battleford *News*. Mr. Bawden will be associated with Mr. McIntosh.

H. S. McKee, former editor of the Kamsack *Times*, was presented by his co-workers with a military style safety razor and a gold wrist watch, in acknowledgement of their appreciation of services rendered by him to the company during his three years of office.

E. Leon Garrett, a well-known newspaper man and local correspondent of the Saskatoon *Phoenix* at Watrous, has enlisted for service with the Mechanical Transport section of the Army Service Corps. He is a son of E. Garrett, proprietor of the Watrous *Signal*, and has been on the staff of that paper himself for the past six years. For a short time he was also connected with the Hanley *Herald*. He is a Canadian by birth, his former home being Brantford.

MANITOBA.

J. W. Dafoe and E. H. Macklin, of the Manitoba *Free Press*, were in Toronto and Ottawa last month.

Lieut. Carlton Stovel, son of John Stovel, Winnipeg, was married in England to Miss Chisholm, of Winnipeg. He has returned to Canada.

Alex. Jones, of Beausejour, Man., formerly editor of the Rainy River *Gazette*, enlisted in Winnipeg as a private in the 203rd Battalion.

Alexander Jones, publisher of the *Beausejour Press*, which recently ceased publication, due to the financial stringency, has enlisted. He served in the Durham Royal Garrison Artillery for six years.

The Manitoba *Free Press* now appears in 12-page form and has announced the elimination of various features owing to paper shortage, accentuated in the West through floods which threaten the paper mill at Fort Frances.

Alleging that the Winnipeg *Telegram* maliciously called him "Gum Shoe Jack" and insinuated that he had formed an alliance with S. Hart Green, then a member of the legislature, to extort money from hotelkeepers, John A. Knott, of the Winnipeg Fur Company, has brought suit for libel against the newspaper.

J. B. Whitehead, managing director of the Brandon *Sun* states that the amount of "foreign" advertising in his newspaper increased about 30 per cent. during the past year. The *Sun* has never taken mail order advertising. This record is firm evidence of the return of good business conditions in the West.

Four apprentices of the Winnipeg *Free Press* composing room, night staff, W. Parker, Charles Horsfall, E. H. Burns, and J. Drennan, who have joined the colors, were presented by their former colleagues with wrist watches. The presentation was made by W. B. Simpson, superintendent of the department, who praised the boys for their patriotism. The four are members of the 90th battalion.

The Stovel Company, Winnipeg, received congratulations on their enterprise in getting the *Western Home Monthly* mailed to their subscribers pretty well on time. The fact that the publication, which was only partially completed at the time of the fire was saved from utter destruction is little short of a miracle, and some day will no doubt be made the basis of a story which will reflect western enterprise.

E. J. Hoover, formerly with the daily edition of the *Manitoba Free Press*, has been made manager of the weekly edition of *The Free Press and Prairie Farmer*, which under his direction is taking on a new character and strength. The aim is to make this weekly newspaper a farmer's newspaper second to none in value and interest to Western farmers. Mr. Hoover was in Eastern Canada last month calling on advertisers and agencies.

A verdict for the plaintiff, with damages in the sum of $12,500, was found by the jury in the libel case of J. A. Knott versus The Winnipeg *Telegram*. Mr. Knott's action was based on an article which appeared in the *Telegram* on June 3, 1915. It called him "Gum-shoe Jack," and a "Grit heeler," and coupled his name with that of S. Hart Green, a well-known Winnipeg lawyer, in statements to the effect that the two planned to extort money illegally from hotelkeepers. S. Hart Green has a libel action pending against the *Telegram*, also based on the article of June 3.

The Stovel Company will replace the building recently destroyed by fire with premises estimated to cost $250,000. The building will be located on the site on Bannatyne Avenue, which is partly occupied by the plant established there some time ago, and will be constructed with a view to meeting all the requirements of the printing and publishing business. John Woodman is the architect. The plans were designed some time ago, when the company thought of building on an extensive scale, and word to go ahead with the work without delay has been cabled by John Stovel, president of the company, who was in England at the time of the fire.

ONTARIO.

Ottawa *Citizen* has promoted Robertson's Travelogue series in Ottawa.

The Cross Press and Sign Company's premises, Woodstock, were damaged by fire.

Clarence McDonald of the Lucknow *Sentinel* has enlisted with the A.M.C.

J. W. Wootton, a Toronto newspaperman, has enlisted with the 215th at Brantford.

F. R. Willoughby, publisher of the Seaforth *News*, has enlisted in the 161st Hurons.

The St. Mary's newspaper will give their employees half-holidays on Wednesdays during June, July and August.

The Oshawa *Vindicator* has resumed publication. W. J. Watson, the former editor, is now in control of the business.

Vance A. Statia has three sons under the colors. Mr. Statia is now editor of the Orangeville *Post*.

The Ottawa *Free Press* is promoting an automobile reliability run, and it appears to be helping in the advertising.

F. R. Willoughby, manager of The Seaforth *News*, has enlisted with the 161st Huron Local Battalion.

Clarence McDonald, who has been on the Lucknow *Sentinel* staff, has enlisted with a medical corps in London.

H. M. Kedwell of the Highgate *Monitor* has joined the staff of the *Topic* at Petrolea.

Lieut. Fred. Vivian, a member of the Stratford *Herald* staff, has joined a pioneers unit.

John Finlayson of Campbellton has joined the editorial staff of the Toronto *Star*.

Donald Campbell, a returned soldier who was wounded at Ypres, is now on the editorial staff of the London *Advertiser*.

J. G. Doherty, late of the London *Free Press*, has been appointed signalling officer of the 142nd Battalion.

Thomas Morton has been appointed foreman of the mailing room of the Toronto *Mail and Empire*, succeeding the late J. E. Braund.

By a special service just inaugurated, the Toronto *Mail and Empire* reaches many points in the Niagara district three hours earlier than previously.

Capt. Parkinson, of the 38th Batt., business manager of the Ottawa *Journal*, now in Bermuda, reports the regiment expects shortly to leave for the front.

The Meredith-Duff Commission, investigating fuse contracts, brought to Ottawa a large corps of special and extra reporters to cover the work.

Ottawa Daughters of the Empire report collections of waste paper for April as exceeding sixty tons. This is all gathered by means of collection boxes on the streets.

The E. B. Eddy Co. and J. R. Booth Co., paper mills are working up to the limit on paper orders. The water is exceedingly high, but is causing very little trouble.

The 207th Battalion, mobilizing in Ottawa, has been using large space in the newspapers for recruiting purposes. It is also using lithographed hangers and cards.

Ottawa printers report business as brisk at present; the stock question is the unsettled feature, all complaining of the rapidly increasing price and poor deliveries.

Pte. D. H. O'Leary is now with the 15th Battalion, somewhere in France. Private O'Leary was formerly employed in the composing room of the Toronto *Daily Star*.

C. E. Rice is superintendent of R. G. McLean, Toronto. Formerly Mr. Rice occupied a similar post with the Mortimer Co., Ottawa.

Rev. W. D. Magee, pastor of the Baptist Church, Springfield, has purchased the *Echo* of that place. Mr. Magee has had previous experience in newspaper work.

The Alvinston *Free Press*, following the lead of several other Western Ontario papers, has announced that henceforth it will not publish addresses.

William Banks, Jr., news editor of the Toronto *Globe*, was in New York looking into some matters concerning his paper's news service.

Clifford Webb, late of the Chicago *News* and recently with the Toronto *Telegram* for a short time, is now representative for the Canadian Press at London, Ont.

Pte. Richard Skuce, recently reported as died of wounds, is a former employee of the Sombra *Outlook*, and was an artist with the Montreal *Herald* at the outbreak of war.

Two Brantford newspaper men were recently reported wounded in action. Corp. Steve Ridley, of the *Expositor* and Pte. E. S. Rabjohn of the same paper.

The marriage was solemnized recently of J. Ellison Young, managing editor of the St. Thomas *Journal*, to Miss Nita, daughter of Dr. C. Fitzsimmons, St. Thomas.

Rev. W. D. Magee, pastor of the Baptist church at Springfield, and a former newspaperman, has bought the *Echo*, which as editor he will continue to issue.

On April 29, the Chatham *News* had an excellent industrial number, featuring industries to be found in the city, with a whole page of cuts of Chatham boosters.

The 24th Kent Regiment Chapter of the Daughters of the Empire, Chatham, has planned to publish a special issue of the Chatham *Daily News* on the King's birthday. The papers will be sold by the ladies.

John Finlayson, of Campbellton has a position on the staff of the Toronto *Star*. Mr. Finlayson taught school for five years, one year in Alvinston and four years in Dutton.

Lieut. John G. Doherty, a former member of the St. Thomas *Times*, reportorial staff, and now an officer of the 142nd City of London Battalion, has been appointed signalling officer of his corps.

The Highgate *Monitor* which for the past year or so has been published by Horace Kedwell, has been taken over by George Claxton, who also owns The Ridgetown *Plaindealer*.

At the recent session of Parliament, the Government printing committee brought in a report suggesting very radical changes in

the handling of Government reports, with the object of reducing the rapidly increasing cost of printing.

To mark the completion of 25 years service with the Windsor *Record*, James Crandon, foreman of the composing room, was recently presented with a gold watch by the staff.

At a meeting of the Simcoe County and North York Press Association held in Barrie, it was decided to advance the subscription price of weekly newspapers to $1.50 per annum, the new rate to go into effect on September 1st, next.

Jas. Gale, formerly proprietor of the Bowmanville *News*, who has been with the Erin *Advocate* for the past seven years, as editor, has severed his connection with that newspaper and has gone to Teeswater, where he assumes a similar position.

The Fort William *Times-Journal* is getting out a special industrial number showing elevator plants, etc., together with a great deal of interesting matter in connection with same on the occasion of the visit of the Canadian Press Association.

Joseph T. Clark, one of the editors of the Toronto *Star*, has been ill with pleuro-pneumonia, but is recovering. He is one of Canada's best known and most popular newspapermen and an ex-president of the Canadian Press Association.

F. C. Pickwell, representative of Toronto *Saturday Night*, has gone to Winnipeg, where he will reopen the Western office for the paper. Mr. Pickwell will be in complete charge of the office and will conduct both business and editorial ends. His territory will be from Fort William to Vancouver.

Perth Publishers have decided to raise the subscription price of their paper, beginning July 1st, 1916, to $1.50. The St. Mary's *Argus* has announced that its subscription rate will remain the same—$1.00 a year, but asks that all subscriptions be paid in advance.

W. F. Prendergast has gone to Toronto from Montreal to help out on the reportorial end of the Toronto *Mail and Empire*. He was recently city editor of the Montreal *Evening News* and prior to that was connected with the *Mail* and the *Star* in that city.

A most interesting feature series of articles under the general heading "Old Days on the Farm," is running in the St. Mary's *Journal* this season, written by Mr. A. C. Wood, customs officer at St. Mary's, late proprietor of the St. Mary's Argus and for many years manager of the *Journal*, during Mr. J. W. Eedy's absence in California.

A branch office of the American Products Corporation, of Carthage, N.Y., is being opened at Englehart. The Corporation deals extensively in all kinds of high-grade pulpwood and to get an adequate supply for their large mills at Carthage, they have deemed it advisable to have a branch office in New Ontario.

The fine summer home of W. J. Southam, of the Hamilton *Spectator*, situated on the shore of Lake Ontario, three miles east of Burlington, was completely destroyed by fire. The house was leased last Friday to Frank W. Baillie, president of the Canadian Cartridge Co., of Hamilton, and a member of other firms. The loss is about $10,000.

What at one time looked like a prolonged action fizzled out to-day in the Non-Jury Assizes when Mr. Justice Latchford summarily dismissed the action by James H. Tighe, in which he claimed a half interest in the *Jack Canuck* Publishing Company as a consideration for money advanced to the late Mr. R. Rogers, who went down with the Lusitania a year ago.

T. H. Preston, head of the Brantford *Expositor*, and Mrs. Preston, were given a pleasant surprise by members of Brant Avenue Methodist Church on the occasion of their forty-first wedding anniversary. Mrs. Preston was presented with an engrossed address and a large ornamental basket containing roses. The "bridegroom" was made the recipient of an engrossed address.

The members of the Montreal Reform Club had as their guest at luncheon Lindsay Crawford, an Irish journalist-orator, of Toronto. Mr. Crawford is assistant editor of the Toronto *Globe*, and his literary work is well known. He is the contributor of the current events month by month in the Canadian Magazine. He is an Irishman by birth, but he has been in Canada many years.

Stanley McKeown Brown, of London, England, has been visiting his old home at Orangeville. Mr. Brown is a well known newspaperman. He was formerly on the *Mail and Empire*, Toronto, and was sent by that paper as its special war correspondent to South Africa when the Boer war broke out some seventeen years ago. Subsequently Mr. Brown took up his residence in the world's metropolis and became connected with the London *Daily Mail*.

Cecil J. Robinson, formerly of West Toronto, was reported among the killed in recent fighting in Northern France. He enlisted as a private in the 18th Battalion, was transferred to the base Battalion, the 36th, when he was advanced to sergeant. Last fall he applied for a commission in the Imperial army, which he received. Lieut. Robinson at one time conducted a job business on Adelaide St., Toronto. When he enlisted he was employed on the Aylmer *Reformer*. He was born in Cleveland, Ohio. He leaves a widow, but no children.

When the change in timetables a year ago delayed the arrival of the Toronto morning papers in Welland from 7.25 to 10.30, Wellanders turned to the Buffalo morning papers for their war news. The result was a very considerable falling off in the circulation of the Toronto morning papers and a corresponding increase in the circulation of the Buffalo morning papers. Now the Toronto *World* arrives at 6.30. The *World* plan includes a motor trip from Hamilton to St. Catharines. The papers are brought from St. Catharines by trolley.

George C. Holland, fifty years a reporter, and for the last forty-two years official shorthand man of the Canadian Senate, has retired and will spend his remaining years on his ranch at San Diego, Cal. He is a double veteran, as his career began when he helped repel the Fenian raid in 1866 with a musket on his shoulder. After the raid he crossed the line, and was engaged at various times on the Chicago *Times*, St. Louis *Republic*, Nashville *Union* and *American*, Washington *Post*, New York *Sun* and the Brooklyn *Eagle*. Then, satisfied he had learned the ways of the United States, he returned to Canada and became editor and one of the principal owners of the Ottawa *Citizen*. Then he went to the Senate. In the present session of the Senate he took his "take" as usual, but decided to retire because he is just "tired and wants a rest."

Walter T. Johnston has been placed at the head of the printing department of the St. Catharines *Journal*. His practical knowledge was obtained in the plants of well-known concerns such as the Matthews-Northrup Works of Buffalo, and New York, and other printing establishments of reputation. Mr. Johnston comes from an old printing family and is one of several brothers now engaged in the business. He is a nephew of the late J. T. Johnston, founder and general manager of the Toronto Type Foundry Co., Ltd., who was for many years manager of the *Globe* Printing Co., Toronto.

QUEBEC.

Montreal *Herald* has started a Saturday illustrated supplement on art paper.

Montreal *Daily Mail* has removed next door to the *Herald*, on Craig Street, corner of Victoria Square.

Miss Gertrude Holland, Society Editor of the *Herald*, spent a fortnight in Boston recently.

Frank Carrel, proprietor of the Quebec *Telegraph*, recently married Miss Annie Maude Spiller.

The Montreal *Family Herald and Weekly Star* has a guaranteed circulation exceeding 180,000 copies. Every subscription is paid for in advance.

The *Lake Shore Press*, of Lachine, P.Q., came in for a large share of Provincial election advertising, being in the Conservative leader's constituency.

Lieut. L. G. Martin, son of W. T. Martin, of the Montreal *Gazette*, has been attached to the 204th Battalion. His brother, Lieut. C. C. Martin, is at the front with the 3rd Divisional Cyclists.

Brig.-Gen. Watson's promotion to major-general, gazetted under date of April 25, is a sequel to the recent St. Eloi fighting. Major-General Watson is the proprietor of the Quebec *Chronicle*.

The Hon. J. A. Ouimet, former ex-minister of Public Works, under Sir John A. Macdonald, who passed away on May 12 at his home in Montreal, was formerly on the editorial staff of *La Minerve*.

Pte. Edward Ford, better known as "Eddie," has been wounded. Pte. Ford was employed in the stereotyping department of the Montreal *Herald* when he enlisted for overseas. His father is also an ex-employee of the *Herald*.

The Verdun *Echo* has inaugurated a successful Tobacco Fund for sending supplies of smoking materials and other comforts to Verdun soldiers at the front. In this connection it is interesting to note that Verdun, with a population of 30,000, has sent more men to the war than any city of like size in Canada.

Airman Jacques Cartier, formerly of the reportorial staff of the Montreal *Herald*, brought down a German aeroplane on the British front in France on April 27 last. Always of a scientific turn of mind, while in Montreal he was deeply interested in aeronautics. He was an expert wireless operator and before coming to this city had simply for the sake of experience, passed severe examinations in wireless telegraphy in the United States and later being attached as an operator to one of the important Atlantic coast stations there.

A true representation of the Tricolor must show the national flag of France with the vertical band of blue next the flagstaff—blue, white, red. The Phoenix Lithographing Company, of Montreal, in striking off, to the order of Charles E. Racine, one million "stickers," on which was designed the crossed flags of Great Britain and France, with the inscription: "United: Canada's Security," represented the Tricolor as red, white and blue—that is to say, the vertical band of red appeared next the flagstaff. Racine said this was an unpardonable error, and he refused to pay for the "stickers." Frank Matthews, of the Phoenix Lithographing Company, accordingly entered suit

against Racine in the Superior Court, claiming $150 for printing the stickers. The fault he attributed to Racine's "copy," from which the design of the flag was made by a Toronto firm. Mr. Justice Maclennan, who heard the case yesterday, gave judgment for Racine and dismissed the claim of the plaintiff. His Lordship said the mistake in the design was plaintiff's. The faulty representation of the French flag destroyed the value of the stickers for the trading purpose for which they were intended. Therefore, Racine could not be held liable for payment.

MARITIME PROVINCES

John Russell, assistant business manager of the Moncton *Times*, is seriously ill.

Voting for international officers takes place this week.

Cornelius Gillis, printer, with the St. John *Globe*, has enlisted with the 115th Battalion.

Owing to shortage of labor, some printing and bindery plants are working overtime.

P. D. McNeil, of the Sydney *Post*, was a recent Halifax visitor.

The *Graphic*, Campbellton, announces an increase in its subscription price to $1.50.

Frederick D. McGuire, formerly of the St. John *Globe*, has become a member of the writing staff of the St. John *Times*.

J. L. Stewart, of the Chatham *World*, has been re-elected an alderman of Chatham, and chairman of the Financial Department.

The Church *News*, of Moncton, has suspended publication, after a brief existence. The *Busy East* has passed under the control of C. C. Avard, of Sackville.

S. K. Smith, city editor of the St. John *Telegraph*, is taking the infantry officers' training course. He has been gazetted with the 28th N.B. Dragoons.

John J. McDonell, manager of the *New Freeman*, St. John, is taking an officers' training course in the provisional school recently established in St. John.

Lieut. Willard C. McGinley, formerly of the staff of the St. John *Standard*, has been appointed instructor in bayonet fighting with the 140th Battalion, C.E.F.

Lieut. James B. Dever, 115th Battalion, formerly of the staff of the St. John *Times*, accompanied the battalion band on a recent successful recruiting tour of the province.

Richard O'Brien, managing director of the St. John *Globe*, has returned from a six weeks' trip to the Southern States, on which he was accompanied by Mrs. O'Brien.

Joseph Mooney, a graduate of St. Joseph's University and recently a student at Harvard, has joined the reporting staff of the St. John *Globe*.

The Nova Scotia Provincial Parliament will likely appeal to the Country early in June, and printers will probably be busy on election work.

W. Clancey, manager of the Imperial Publishing Co., has returned to the city fully restored to health after six months vacation.

The new Daylight Scheme, just inaugurated in Halifax, is working satisfactorily and the citizens generally hope it will be adopted every year.

A large number of booklets for the tourist trade is being printed and circulated, and the letter-writing scheme of the Dominion Atlantic Railway is having good results.

E. R. Hansen, sporting editor of the St. John *Times*, left recently for a try-out with the Portland team in the Eastern Leaugue. Hansen is a pitcher of considerable ability, leading the list of local pitchers.

In the case of M. G. Siddall vs. the Tribune Printing Co., Dorchester, an incorporated company, an action for libel, the jury returned a verdict for the plaintiff for the sum of $200, the costs of the suit to be paid also by the Tribune Co..

Miss Barrowman, who has been with the Imperial Publishing Co., of Halifax, as Monotype operator is to be married shortly. Miss Barrowman has been very popular, and ever ready to assist at musical entertainments.

Lieut. Roy Ashton Davidson, 115th Battalion, formerly of the staff of the St. John *Globe*, was united in marriage to Miss Lorna Kaye, daughter of Mr. and Mrs. J. Sidney Kaye, in St. John's Episcopal Church, St. John, on May 12, by Rev. Victor Jarvis.

Hon. John Morrison, proprietor of the Newcastle *Leader*, recently resigned his seat in the New Brunswick Government, at the request of the Premier, and his paper is attacking the Government of which he has been a member.

Edgar E. Kelley, prominent in newspaper circles in the Maritime Provinces, has recently joined the 193rd Highland Battalion in Nova Scotia. Mr. Kelly at one time worked in St. John and was a member of the staff of the Moncton *Transcript* and the Halifax *Herald*. Later he was a member of the press bureau at Ottawa.

Owing to the difficulty in replacing trained men, the printers and publishers of St. John have not been over-anxious to encourage their printers to enlist and, where men have left, it has been found hard to get others to fill the vacant places. So far seven members of Typographical Union No. 85 have donned the King's uniform, out of a membership of about eighty.

J. L. Stewart, editor of the Chatham *World*, was operated on by Dr. Byers, Montreal, for partial blindness caused by inflammation in the eyes, and was able to take his seat in the Legislature for only three days of the recent session. He will return to Montreal next week for further treatment as he is not yet able to read ordinary printed matter.

The scarcity and high price of stock is proving a serious matter for the printers of St. John, as in other places, and prices to customers are advancing to meet the increased cost of production. Speaking of the situation arising from the changes, a master printer said that they were having no trouble in securing higher prices for their output, as their customers, having had to meet the same conditions in their own business, readily recognize the necessity of paying higher prices for commodities affected by the war. Local printers are still holding down their prices as long as stock secured at old prices last, but are making the necessary increases as new stock is used. While the increase in prices, such as the jump in copying ink from $2 to $11 is important to the trade, the problem of securing stock at all, particularly some lines of paper, is a much more serious problem. One effect of the scarcity of paper is the enhanced value of waste and a large quantity of cuttings and other waste material which formerly was burned or otherwise destroyed at considerable trouble is now being sold at prices which make it well worth while taking care of it.

NEWFOUNDLAND

Dr. Lloyd, according to the *Mail-Advocate*, has been instructed by the Union Trading Co., of St. John's, to institute an action for libel against the *Daily News* of that city.

A. L. Barrett, manager the *Western Star*, of Curling, Bay of Islands, took a trip along the line the middle of May, and spent several days at St. John's.

The death of Wm. H. Dooley is said not to have taken place last November, as at that time reported. A barrister in St. John's is said to have received communications from him dated last February.

The St. John's *Daily News*, published by Robinson & Co., has four of its staff serving in the Colony's Overseas Expeditionary Forces. Three of them, namely Sergeant C. F. Garland, and Privates Joseph Wells and Fred Adams are veterans of Gallipoli.

Private Jack McGrath, formerly of the accounting department of the St. John's *Herald*, was presented with a splendid shaving outfit by his former associates of the publishing house. McGrath is the tenth of the *Herald* office to don the khaki.

Rev. Dr. Bond, formerly editor of the *Wesleyan*, and who is a noted author and a writer of ability, has been called to Cochrane Street Methodist Church, of St. John's, and will take up duties about the first of June.

Private Gus Snow, who joined the Canadian forces at Ottawa, has been wounded in action with the Canadians in France. Private Snow was one of the youngest printers from St. John's, and was one of the first to volunteer when the war broke out. He has a brother in the Newfoundland Regiment.

Jas. W. Herder, proprietor St. John's *Evening Telegram*, has four sons doing military service. Three of them are with the colors at the front, and the fourth, Lieut. W. Herder, is acting as assistant-instructor with the volunteers in training in Newfoundland.

The "*Western Star*, of Curling, has made some additions to its staff of late, and is now arranging for the installation of additional machinery and other facilities to meet the requirements of the increasing printing business of that section of the country. It is investigating the merits of the various type-casting machines.

Hon. P. T. McGrath, editor of the St. John's *Herald*, has just had the honorary degree of Doctor of Laws conferred upon him by the St. Francis Xavier University, of Antigonish. The event took place at the Annual Convocation, on April 27. Dr. McGrath was unable to be present in person, owing to Legislative duties, so the degree was conferred *in absentia*.

The Dead

PERCY WHITWORTH

Percy Whitworth, one of the pioneer printers on the Pacific Coast, is dead. Mr. Whitworth was well-known to many old-timers, having been associated with Vancouver newspapers for many years. He served his apprenticeship with Mr. Brown on the old *News-Advertiser*, and worked on nearly every paper published in Vancouver.

THOMAS WILLIAMSON

Thomas Williamson, for the last twenty-five years live stock editor of the Toronto *World* is dead. The late Mr. Williamson, who was 68 years of age, was born in Markham Township, near the Village of Elmira, and for many years after leaving his father's farm taught in several of the schools throughout the township. He was a successful agriculturist and was prominently identified with political life, an enthusiastic Conservative and an able debater. In his own career as live stock editor of the *World*, he came in close touch with cattlemen from all parts of the Dominion, and his reports were invariably regarded as the most authentic and reliable obtainable.

PRINTERDOM

News Items

The demand for labor saving devices is very active in Canadian printing circles.

A window card in a Toronto barber shop announces: "Satisfaction guaranteed or whiskers returned."

Fast presses, automatic feeders, type-setting machines and paper balers are in great demand.

Hamilton school children in one day gathered in that city eleven carloads of waste paper, valued at $1,800.

Stephenson, Blake & Co. are selling large quantities of Steel Co. of Canada bookbinders' wire in Toronto.

R. G. McLean & Co., Toronto, have added to their monotype battery and are now working under the non-distributing system.

The Industrial Press was the successful tenderer for Toronto city printing. Carswell & Co. have been the municipal printers of that city for many years.

The inventor of the Intertype electric heated metal pot is W. J. Scuddar, formerly of Montreal, and inventor of the monoline machine.

The Latham plate base system has been demonstraed at H. J. Logan's warerooms, Toronto, for a couple of weeks. Many interested printers have given it careful examination.

The high price of gasoline has caused many printers to instal electric pots on the type-setting machines. The Newmarket *Era* is the first in this district to use electric heat.

Toronto typographical union is negotiating a new scale with the Toronto newspaper publishers. The scale expired in June, 1915, but the union generously extended the old contract for a year.

The Donnacona Pulp & Paper Company, at Donnacona, Que., has started work on an extension of the paper mill, by which fifty tons of newsprint per day will be added to the present capacity of fifty tons.

Dymol, a preparation that prevents offsetting in either solid black or process printing on coated stock, is used by several printers in Canada, who speak highly of it. Dymol is made by the T. H. Roberts Chemical Co., 148 West 23rd St., New York.

Stephenson, Blake & Co., Miller & Richard, Anglo Canadian Type and H. J. Logan, of Toronto, report a very active demand for waste paper balers. A similar activity is also reported from Millar & Richard's Winnipeg branch.

The supply houses are keeping the trade supplied with bookbinders' wire. While all orders are not filled in their entirety, still the supply men are "dividing up" and keeping the machinery moving. The printing trade much appreciates the endeavors of the supply houses.

The Belgo-Canadian Pulp & Paper Company has installed a new 202 inch paper machine, which will increase the output of the newsprint paper to 185 tons daily. It is planned to erect an extension to the sulphite plant during the summer, increasing the capacity of the plant thirty tons a day.

There is much talk among Toronto and Hamilton job printers of ceasing to tender on work. Pittsburg, Cleveland and Chicago job men have taken this step. Work in the three cities is mainly done at the hour rate, plus stock. The idea is to eliminate the cut-throat tendering system.

The Intertype is represented in Canada by Miller & Richards, Toronto and Winnipeg; the Linograph by Stephenson, Blake & Co., Toronto and Quebec; the Merganthaler, by the Canadian Linotype Co., Toronto; the Lanston Monotype is represented by W. McMahon, Toronto. A very active trade is reported.

G. L. Patterson of Miller & Richard, discovered a new invention for automatically mounting plates, better known as patent bases to most printers. This base is of dropped forged steel, very strong and rigid, and is in one piece. Perfectly true to the micrometer, Mr. Patterson says it is the thing he has been looking for for many years. He has a small model on exhibition.

The Laurentide Company, of Montreal, whose pulp, paper and power plants are located at Grand Mere, Que., is planning a large extension to the paper mill. The latter has six machines and the output, at the present time, is two hundred tons per day. The Fourdriniers have been working to capacity and many foreign orders have been turned down.

The Linograph, the solid-line machine made at Davenport, Iowa, is now a contender for Canadian trade. This machine enjoyed a large sale throughout its own state and district, where hundreds are in use. The manufacturers say the Linograph has over 1,000 less parts than any other solid slug machine and has many exclusive labor-saving features, and no other machine can compare with it in simplicity and ease of operation.

The platen press printers of Cincinnati have decided to charge a uniform price for standard work, or ordinary jobs; that is, for press work, composition, cutting, binding, etc., or what may be called "the labor." To this will be added the price of the stock, ink, etc. The printers of many American cities are determined to wipe out the cut-throat tendering system. A better opportunity was never presented. Canadian printers are sure to emulate the platen press job men.

The Metropolitan Life, New York, conducts one of the most efficient job printing departments in the world. Process in hundred thousand runs is common. The management decided to test the Osterlind job press. On a hundred thousand run three-color process work, the jobber beat their cylinder press. The actual cost of running was 85 less than on the cylinder. This does not take into account the big difference between the price of the Osterlind and the cylinder. Milne and Bingham of Toronto are said to have had a similar experience on Gillett Lye labels. Miller & Richard report that they have sold 14 of the Osterlind in a very few months.

THE WASTE PAPER TRADE

That the abnormally high price for white book stock waste could not continue was known to those who have watched the trade. Canadian mills have notified some of their dealers on scrap stock that pure white can be purchased in the United States and freight paid for less than was paid the Canadian dealer. Prices for this class of waste was as high as $2.25 per hundred lbs. last January. While the prices have been lowered for other grades, still they are away ahead of what they were in what may be called ordinary times. Waste paper, now more than ever, is raw material that the mills must have.

LATE J. G. RIORDON LEFT LARGE ESTATE

The estate of the late J. G. Riordon is valued at $745,601.91. Some of his holdings were:

Mail Printing Co.	$335,625.00
Riordon Paper Co.	614,500.00

His bequests included: 500 shares of the capital stock of the Riordon Pulp & Paper Mill to each of the following:—Howard Douglas, James S. Douglas and Wm. Douglas: 50 shares of the capital stock of the Mail Printing Co. to W. J. Douglas. The executors are: Chas. Riordon, W. J. Douglas and Carl C. Riordon.

DYMOL IN CANADA

Dymol, an anti-offsetting preparation, has been endorsed, after use, by Saults & Pollard, Winnipeg, and the Stone Company, Winnipeg.

MAKERS OF NEWS PRINT MISREPRESENTED

Manufacturers of news print paper in the United States and Canada in a petition filed with the Federal Trade Commission, of Washington, declared they have been "grossly misrepresented," and demanded an early investigation of the industry such as was called for by a recent Senate resolution. The resolution asked an inquiry into increases in news print paper prices, and directed the Commission to ascertain if United States newspapers are being subjected to unfair practices in its sale. The petition filed to-day by the News Print Manufacturers' Association, representing American and Canadian producers, asserts that 85 per cent. of the news print paper manufactured in the United States and Canada is sold on annual contracts, and that contract prices have not increased more than one per cent. within the last twelve months, and that prices at which news print paper has been contracted and



Tinned Stitching Wire

High-Grade Quality

MADE IN CANADA

BY

THE STEEL COMPANY OF CANADA
HAMILTON LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

SOLID STEEL GALLEYS

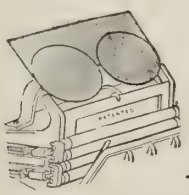


THE life and value of a galley depends upon its strength, solidity and ability to withstand the effects of warping. Our own make of Solid Steel Galleys combines with these essentials moderate price and accuracy. They are made with high-grade cold-rolled steel bottoms, and rolled steel angle sides (fixed with steel rivets.) They are practically indestructible, and are treated with a special non-corrosive coating to prevent rusting. Supplied in the following sizes and prices:

4¼ x 24—$1.45	9 x 13—$1.75	13 x 21—3.00
6¼ x 24— 2.00	10 x 16— 2.00	18 x 24—4.00

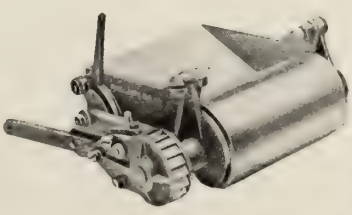
STEPHENSON, BLAKE & CO., 60 Front St. West, Toronto

C. H. CREIGHTON, Manager



Twin Disc
Two Colors at One Impression
No Cutting of Rollers
Colors Do Not Mix

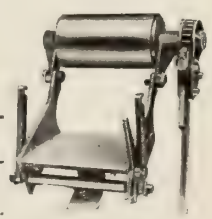
Sold by all Printers' Supply Houses



Ready for Use

Simplex Ink Fountain
Strength
Cleanliness, Quick Adjustment, No Parts to Lose

Simplex Manufacturing Co
1660 Foulkrod St., Frankford, Phila., Pa.



Open for Cleaning

The House of Satisfactory Service

PRINTING MACHINERY, Material and Composing-Room Supplies. Electrotypers and Photo-Engravers Machinery and Supplies. Anything you want at the lowest price possible.

NEW YORK PRINTING MACHINERY COMPANY, Inc.

SUCCESSORS TO THE NEW YORK MACHINERY CO.

The Fastest Growing Supply House in New York A. C. NAUMAN President **60 Beekman Street, New York City**

Say you saw it in PRINTER AND PUBLISHER.

sold during the last ten years, although other paper prices have risen sharply.

The manufacturers offered to furnish any information the Commission desired.

40,000 BALERS SOLD

Forty thousand balers have been sold in Great Britain as the result of the campaign to eliminate waste.

BODONI TYPE FACES

The American Type Founders Company has issued a brochure illustrating by many examples and very attractively its Bodoni Bold, Bodoni Bold Italic, and Bodoni Bold Shaded faces. This is a face extremely attractive for fine display treatments.

WILLIAM B. PRESCOTT MEMORIAL

A movement has been initiated by Mailers' Union No. 6 and Typographical Union No. 6, of New York city, to build a memorail to the late William B. Prescott, president of the International Typographical Union from 1891 to 1898.

PAPER SAMPLES

The Howard Smith Paper Mills, Montreal, have just sent out to paper buyers a very useful and attractively prepared cloth-bound and tabbed book of the papers of their manufacture. The manner of presenting these samples is praiseworthy.

NEW TYPE FACES

The Drew Series of the American Type Founders Co., is a very superior face for fine catalogue and book work. It is a stylish face, legible and very distinctive. The circular announcing and illustrating it is worth sending for; as is also the circular showing Cloister initials. One can get good results in typography only when one has right faces.

THE RISING COST OF PRINTING

The Canadian Cost Commission for printers states that the manufacturing costs of printing to-day as compared with the manufacturing costs of two years ago is so much higher, that it costs 20 per cent. more for the printer to turn out his product than it did two years ago. This, of course, is exclusive of paper.

FIRST ELECTRIC METAL POT IN CANADA

The Newmarket *Era* office claims to be the first in the Province of Ontario to install electric metal pots on its linotype machines. The publisher reports that they are working perfectly. Metal heats in 50 mins. and automatically reduces current when reaching casting point.

RECENT MERGANTHALER SALES

With electric heated metal pots Moose Jaw *Times*, Model 14; Newmarket *Era;* St. Mary's *Argus*, Model 18; Brampton *Banner*, Model 5; Ottawa *Journal*, Model 5. These without electric pots—Warwick Bros. & Rutter, Model 5; Stratford *Herald*, two machines; Neepawa, Man., *Press*, Model 19; St. John's, Que., *Veics*, Model 19; Hanover *Post*, Model 5; Sarnia *Observer*, Model 5.

NEW YORK TELEPHONE DIRECTORY

By condensing the matter, the makers of the New York City telephone directory were able to make this year's book 150 pages smaller than the last issue, although there were 35,000 additional names. The new directory weighs three pounds. As subscribers come by the score daily, the book of their names may eventually develop into an enormous volume. The telephone is running a swift race.

The New York City telephone directory is set up on the Multiple-Magazine Linotype machines.

THE LINOGRAPH

An exceedingly well-printed and produced brochure has been received from the Linograph Company, Davenport, Iowa, descriptive of the Linograph—a line-casting machine which casts lines of any length up to thirty ems and of any desirable size of body. The Linograph, since its introduction in 1913, has seemingly met with a very considerable welcome, while its makers claim it is equal to any class of work and adapted to any size of office. The price of the Linograph is $1,800. On typesetting machines imported into Canada there is no duty.

INTERTYPE EXHIBIT AT WALDORF-ASTORIA

During the annual meetings of the Associated Press and American Newspaper Publishers' Association held in the Waldorf-Astoria Hotel, New York, last month, the Intertype Corporation conducted an interesting exhibition of its machines and improvements in one of the finest rooms of that hostelry. Three standardized Intertypes were shown in operation—Model A, the single magazine machine; Model B, with two magazines; and Model C, a new Intertype, carrying three quick-change magazines.

In an "Alcove of Comparisons" were shown a number of Intertype improvements side by side, with the corresponding parts of other manufacture.

LINOTYPE DISPLAY ADVERTISING FIGURES

Printer and Publisher has received a booklet entitled "Linotype Display Advertising Figures."

In view of the fact that every newspaper published carries a large amount of advertising in which the prices of articles appear in display figures from 10 to 42-point, in connection with two or more lines of descriptive matter, the advantages of a specimen book of this kind will be readily appreciated.

The usual custom has been to set the text matter and quad out that part of the line were the display figures are to appear, then cut off the slug to its proper length and insert the figures by hand. With the advertising figure equipment, which is thoroughly described and illustrated in this new booklet, text matter and display figures can be set at one operation. In view of the fact that this method results in a tremendous saving of time, labor and money, our publisher readers will probably be particularly interested in this little booklet.

WANTS CANADIAN PAPER

The New York *Times*, in urging action that will admit Canadian print paper freely to the United States, says:

"It will be recalled that the Canadian reciprocity treaty, which failed as a whole, contained one clause which survived and remains effective. That clause allowed free entry into the United States of Canadian paper and pulp when made from wood whose export was unrestricted in any manner, as by requirement of license or payment of export duty. The Dominion imposes no restrictions upon export, but the Provinces do, especially Quebec and Ontario. In order to promote the home manufacture of the raw material the Provinces restrict the export of the wood so that it may be sold as paper. The restriction applies especially to the Crown lands in the Provinces, which supply nine-tenths of the Canadian product and the United States was able to give free admission only to the products of fee lands. There is no intention to criticize the action of the Provinces, for it is too much like our own tariff practice not to be understood and excused, by protectionists at least. But the war has changed conditions. We need the wood more and would buy greedily the paper or pulp made from the wood. Canada also is under stronger need to sell all of them than to protect home manufactures at this time. Canada needs larger credits in the United States, and could supply herself with them in no easier or better way than by making this large item of export eligible for free import to the United States."

TORONTO PRINTERS ELECT OFFICERS

The Toronto Typographical Union have conducted their annual election of local officers and bi-annual election of international officers. The principal local officers were elected by accalamation at the nomination meeting three weeks ago, but there was a very keen and exciting contest for the delegateship to the convention of the I.T.U., to be held in Baltimore, commencing the second Monday in August, and the convention of the Trades and Labor Congress of Canada, to be held in Toronto, commencing the week of September 25th. There was also a keen contest for the three auditorships. The result of the election of delegates and auditors was as follows: I.T.U. delegates—Walter Handley and D. McDougall; Trades and Labor Congress delegates—F. Hamblin and Jas. Stevenson; auditors—W. R. Steep, E. Webb and John Welsh.

The local officers elected by acclamation are: President, R. Elliott; vice-president, T. A. Stevenson; financial secretary, Samuel Hadden; corresponding secretary, George Murray; treasurer, E. J. How; trustees, Hugh Stevenson and Charles Darling; sergeant-at-arms, J. McMann; executive committee, Geo. Lavelle, Walter Williams, Arthur Taylor, "Scotty" Gerrard and George Cassidy.

The vote for the different international officers, which was cast in all the local unions within the jurisdiction of the I.T.U., resulted as follows in Toronto: President, Marsden G. Scott; vice-president, W. W. Barrett; secretary-treasurer, J. W. Hays; delegates to American Federation of Labor, Hugh Stevenson, H. W. Dennett, Frank Morrison, and Max S. Hays; delegate to Trades and Labor Congress of Canada, Samuel Hadden; trustees of Printer's Home, Colorado Springs, Michael Powell, Thomas McCaffrey and Wm. Mounce.

I. T. U. NOTES

The journeymen printers rejected by medical examiners on volunteering for enlistment in Toronto were invariably rejected for the same cause—impaired eyesight. A committee was appointed at the last regular meeting to interview the management of one newspaper to see if improvement could not be effected in the ventilation of his mailing room, complaint having been made of the ill effects caused among the men employed there.

The forthcoming convention of the Ontario Conference of Typographical Unions, will be held in Peterborough in June.

"He's a great business-getter!"

they said. "Of course he has a good proposition"—
but, what was equally as important,

He Knew Where to Go to GET the Advertising

He knows the right place to go (or write) and the *right man* to see (or write to), in the offices of hundreds of national advertisers in Canada, the United States and England.

He knows the name and address, and the executives, of all the advertising agents placing business in Canadian publications.

He has a remarkably complete and accurate list of the clients of each agency—knows what business they place which he is not getting.

And in the case of hundreds of products, where the address does not appear in the advertising, he knows the advertiser's name and address.

Altogether he is thoroughly *well-posted* as to *sources* of foreign advertising.

All this information—so hard to get and keep up to-date, yet so indispensable to every **business-getter**—he carries in his pocket in a handsome little leather-bound book of 240 pages, called

Who's Who in Canadian Advertising

Cost him only $5.00.

To get similar information in any other way and keep it up-to-date would cost any publisher several hundred dollars, and endless trouble.

The 1916 edition of "WHO'S WHO in Canadian Advertising" is just out, with remarkably accurate and complete information regarding more than 2,000 buyers of advertising in Canada, corrected up-to-date. This information, so invaluable to all who sell to advertisers, is obtainable **only** in this book—worth ten times its cost.

Get the book—then you **can** get busy and get more advertising.

Obtainable only on receipt of the price, $5, from
W. A. LYDIATT, Publisher, 53 Yonge Street, Toronto

Don't forget to write the advertisers and when you do, don't forget to mention Printer and Publisher.

We make a specialty of **Electrotypes** from **Halftones.**
Out of town orders promptly attended to.
The National Electrotype and Stereotype Co., Ltd.
R. H. MILN, Manager
229 Richmond Street West TORONTO, ONTARIO

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

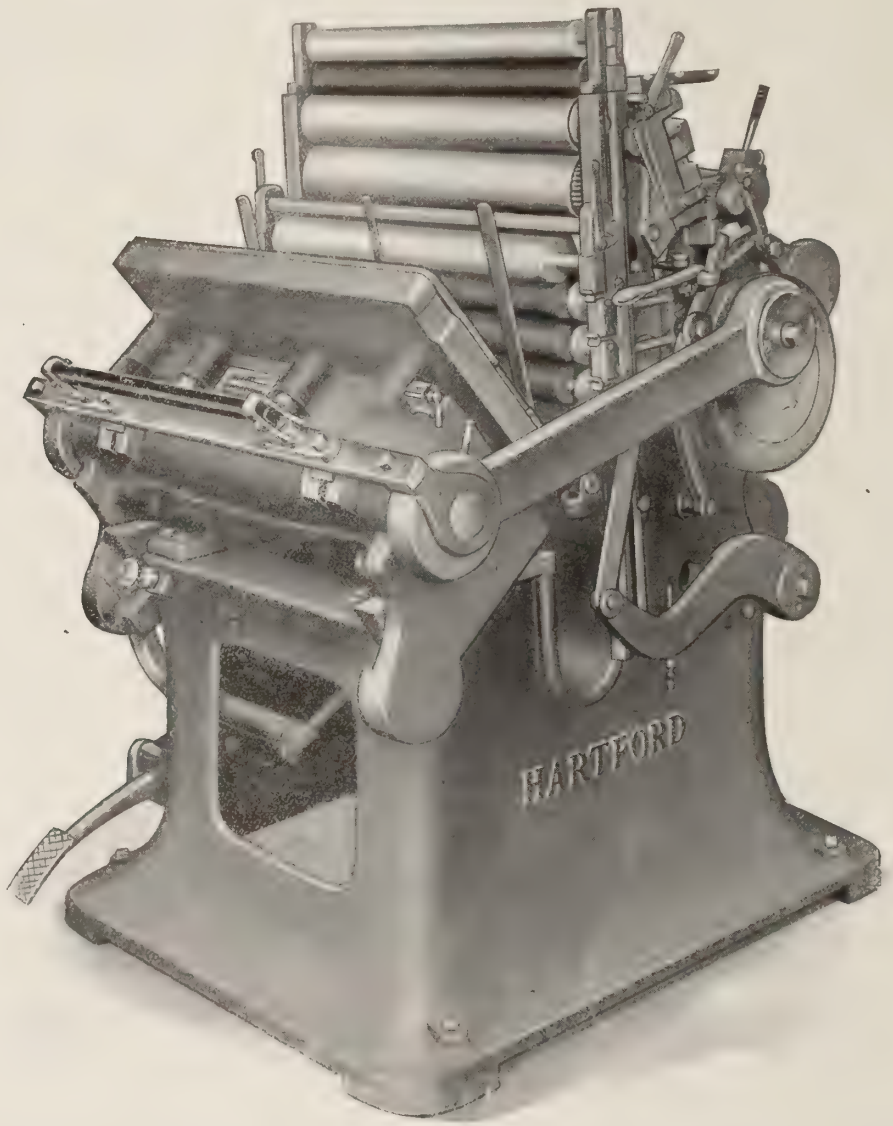
Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

SIMPLE *POWERFUL* *SILENT* *EFFICIENT*

The Hartford

Covering the whole Platen Printing Press field for quality work, greatest possible output and minimum operating expense. Scientifically designed ink distributing system



MADE IN ONE SIZE, HALF SUPER ROYAL, 14x22 INCHES INSIDE OF CHASE

It far surpasses any of the formerly imported European Presses designed for similar purposes. Equipped with electric-heated embossing appliance at small additional cost.

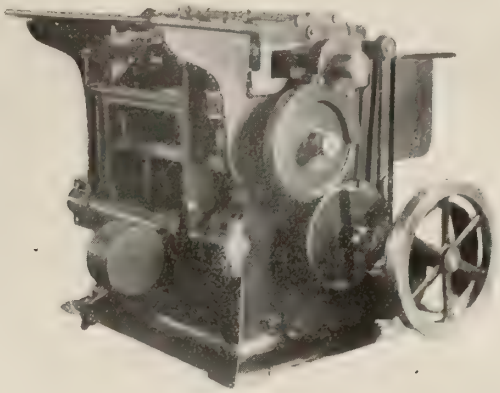
FOR SALE BY

MILLER & RICHARD

General Selling Agents for Canada .·. TORONTO AND WINNIPEG

Say you saw it in PRINTER AND PUBLISHER

It's here! Scrap your Gordons!



The OSTERLIND

"Has Arrived" in Canada—

14 sold since last advertised.

Does the work of 3 or 4 Gordons at cost of operating one!

MILLER & RICHARD

7 Jordan Street, TORONTO 123 Princess Street, WINNIPEG

Standard Paper Mfg. Company

RICHMOND, VA., U.S.A.

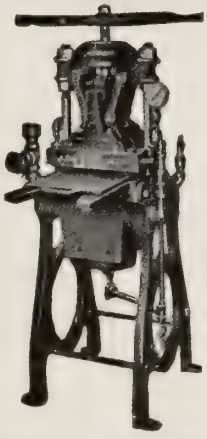
Largest Exclusive Manufacturers of

BLOTTING PAPER

Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.



There is no business that will bring in so large per cent. of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.

Printer and Publisher,
Toronto, Ont.

Dear Sirs: Enclosed find money order in payment of statement. Kindly discontinue this advertisement, as I have sold the machine. ONE INSERTION DID THE TRICK.

Yours truly,
ANDREW KING.
Enterprise, Roulou, Sask.

Mr. King advertised a press in the want ad. page. "One insertion did the trick." The last sentence tells the story in five words. Printer and Publisher want ads. bring buyer and seller together.

Held Down and Back by His Business

Many a retailer shrinks up as the years pass—becomes narrowed in vision and more petty in spirit. This, by sticking too closely to his own business, by refusing to give time to interests outside him, but related to his affairs. In the pursuit of dollars, his power to earn dollars grows less.

Does this describe you? We sincerely hope not, but if perchance it does, then we have a remedy to propose: it is that you should take a deeper interest in the Nation's Business –not by actual participation in politics, but by keeping yourself well informed concerning the big subject of Canada's development in matters pertaining to its finances and business administration. A little reading each week of The Financial Post will lift you out of the rut of your own groove, will liberate your mind from the narrowing influences of constant pre-occupation with the affairs of your own business, and will enable you to see Canada and its progress as your banker sees it—as the magnates see it.

Clearly, if you acquire the ability and habit of seeing this larger world of which your business is but a small fractional part, as the great money-makers see it, you will be able to conduct your own business better and make it yield you more. This is why we urge you to become a reader of The Financial Post—and the reason is sound. Then sign the form below and forward—thus showing that you have the **will** to shake off the fetters of narrowness which your own business may be forging about you each year.

More particularly: The Financial Post will help to give you that most necessary factor, a Business Education. Consider the value to your business and to yourself of a thorough and up-to-the-minute knowledge of the Business Outlook. It would certainly help you to know at almost any time whether to be preparing for good times and bigger business or whether a depression seems likely. And a close knowledge of money conditions should help you with your banker and save you money in discount on your cheques and drafts.

THE FINANCIAL POST OF CANADA

143 University Avenue ∴ TORONTO

.....1916

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3.00 to pay for my subscription on receipt of bill.

Name .....

Address .....

.....

Do *YOUR* Compositors Waste one-third of Their Time Distributing? *Stop Them!* Distribution is Wasteful—Costly—*Unnecessary*

Keep your compositors producing—not wasting one-third of their time supplying themselves with material with which to work.

Non-Distribution puts an end to compositors distributing and wasting time walking-to-get, and hunting-to-get the material for composition.

Non-Distribution makes it cheaper and quicker to set your small ads complete by hand than to interrupt and change composing machine three times; (*a*) original composition; (*b*) corrections; (*c*) alterations.

Non-Distribution eliminates overtime on big editions; the Monotype Type-&-Rule Caster keeps the admen supplied with material so that they set type all the time.

Non-Distribution means the dumping of complete pages; it saves the time spent in breaking-up and then the cost of distribution.

Non-Distribution saves the time wasted in distributing all "labor-saving" rule, leads, slugs and cut bases; the machine supplies this material, automatically cut, in any required lengths, up to 25 inches.

Non-Distribution makes the compositor efficient—it means distribution by machine, instead of by hand, plus the elimination of wear on material. The savings that Non-Distribution effects amount to more than the great savings that come from making, instead of buying type, space material, rules, leads, slugs and cut bases.

Why use your compositors to "tear down" when you can use them to "build up"—that is, use them for composition, and not waste their time on distribution.

When the MONOTYPE comes in Distribution goes out

Ask us to demonstrate Non-Distribution for You

LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO HAVANA, CUBA

Creators of NON-DISTRIBUTION Equipment

106

Buyers' Guide

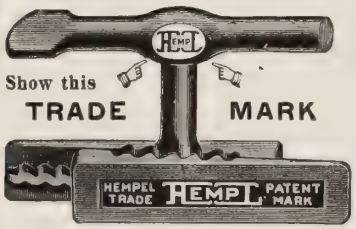
PAPER

All Kinds for Printers, Lithographers, Binders.

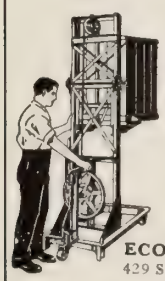
Doty & Scrimgeour Sales Co.
74 Duane St. New York, N.Y.

TICONDEROGA PULP AND PAPER CO.
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

All GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Sold by all reputable dealers
Manufactured exclusively by **H. A. HEMPEL**
THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.



The leading Printers and Publishers of the world have found this machine a great labor and money saver.

There are so many ways in which the Economy Safety First Portable Tiering Machine may be used that it will pay you to write for full information and particulars.

ECONOMY ENGINEERING CO.
429 S. Washtenaw Ave. Chicago, Ill.

SPECIFY
HERCULES STEEL CHASE
(For Sale by All Dealers)
AMERICAN STEEL CHASE CO.
27 Beekman Street, New York City

AUTOMATIC JUSTIFIER
Geo. A. Todd, 152 Bay Street, Toronto.

BALERS, WASTE PAPER
Anglo Canadian Type & Printing Machinery Co., Ltd., 96 Spadina Ave., Toronto.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER
Albermarle Paper Co., Richmond, Va.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER
Herman Roser & Son, Glastonbury, Conn.

BOOKBINDERS' MACHINERY
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CIRCULATION EXPERT
John S. Scott, 343 Crawford St., Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
Dexter Folder Co., 200 5th Ave., New York.
J. L. Morrison Co., 445 King St. West, Toronto

CUTTING MACHINES
New York Machinery Co., 60 Beekman St., New York.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPING AND STEREOTYPING
National Electrotype & Stereotype Co., Ltd. 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Miller & Richard, Toronto and Winnipeg.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

FLEXIBLE GLUE
Bayard & Co., Inc., 29 Broadway, N.Y.

GUMMED PAPER MAKERS
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

JOB PRESS GAUGES
Megill, Ed., 60 Duane St., New York City

LOOSELEAF BINDERS
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES
Wing, Chauncey, Greenfield, Mass.

METAL TYPESETTING MACHINES.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

OFFSET PRESSES
Walter Scott & Co., Plainfield, N.J.
Geo. A. Todd, 152 Bay Street, Toronto.

McFARLANE, SON & HODGSON, Limited
WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

ATTENTION
OLD TYPE—BRASS
Copper, Zinc, Electro and Stereotype Plates and Old Brass
Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.
J. C. & L. W. EPSTEIN CO.
378-380 Front Street East, TORONTO
Ship us your scrap iron, rubber and paper.
Write us for Quotations

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.
Hermann Roser & Son, Glastonbury, Conn.

A New Daily Feature
Health is Wealth
By John B. Huber, A.M., M.D.
The International Syndicate
Feature for Newspapers
Est'd 1899 BALTIMORE, MD.

UHL SAFETY HAND GUARD
AMERICAN PRESS GUARD COMPANY
GRAND RAPIDS, MICHIGAN

Two dollars a year is all it costs to have this publication sent to you for one year.

Buyers' Guide

PAPER MANUFACTURERS AND DEALERS

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Rolland Paper Co., Montreal, Que.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTING PRESSES

Anglo-Canadian Type & Printing Machinery Co., Adelaide and Spadina Ave., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe, R. & Co., 504-520 Grand St., New York.
New York Machinery Co., 60 Beekman St., New York.

PRINTERS' MACHINERY

New York Machinery Co., 60 Beekman St., New York.
Geo. A. Todd, 152 Bay Street, Toronto.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.

COLLECT UP

Turn over to us your past due subscription accounts let us turn them into cash for you. **No Collection—No Charge—Prompt Returns.**

Read what the publishers of the St. Johns News says of our service:

St. Johns, P.Q., March 31st, 1916.

The Canadian Mercantile Agency, Ottawa.

Gentlemen,

We beg to acknowledge the receipt of your statement of collections and cheque covering the balance due us after your commission has been deducted, and in doing so we wish to express our appreciation of your promptness in making settlements.

We do not know your system of handling delinquents, but it must be a good one, for in all the accounts we have sent you, we have not had one complaint from the delinquents as to your method of collecting, and, with the exception of those who had refused our publication previous to our sending you the account, WE HAVE NOT HAD ONE SUBSCRIBER DROP THE PAPER on account of the methods employed in collecting.

So far as concerns our dealings with you we will be pleased to recommend your firm to any one having difficulty in collecting their due.

Yours very truly,

E. R. SMITH COMPANY, LIMITED.
A. MacLean, Sec. Treas.

We can do as well for you Try us out with a list. It will pay you. We will treat you honestly and promptly and not offend your subscribers.

References: The Bank of Ottawa and many of the leading publishers, for whom we have been producing satisfactory results for the past six years.

The Canadian Mercantile Agency
Ottawa, Ont.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

QUOINS

H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES

R. Hoe & Co., 504 Grand St., New York.
Walter Scott & Co., Plainfield, N.J.

STEEL CHASES

American Steel Chase Co., 27 Beekman St., New York.

TYPE FOUNDERS

Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto
New York Machinery Co., 60 Beekman St., New York.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

The Levi's, 100-102 John St., Toronto.

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

Classified Advertising

EQUIPMENT FOR SALE

PERSONS' LOGOTYPES ARE DISPLACing machine composition. Empire Type Foundry, Buffalo, N.Y.

WASHINGTON PROOF PRESS IN GOOD condition, will accept reasonable offer. Box 516, Printer and Publisher, 143 University Ave.

WANTED TO PURCHASE COUNTRY weekly in Quebec or Ontario. Address with full particulars. Printer and Publisher, Toronto.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE—COTTRELL & BABCOCK drum cylinder press. Will take 6 col. quarto sheet. Is good newspaper and book press, and is in good working condition. Can be had at practically your own price, as it has been replaced by a two-revolution press. Andrew King, Enterprise, Rouleau, Sask.

FOR SALE

FOR SALE NEWSPAPER AND JOB printing plant, with or without building and lot, in a small Saskatchewan town. The printing plant is only two years' old, and will be sold at a sacrifice. Owner enlisting. Apply Box 528, Printer and Publisher.

PRINTING BUSINESS AND PLANT FOR sale, in Western Canadian City. Machinery consists of linotype, 2 cylinders, 1 colt, 4 platens, folding machines, power cutter, power stitcher, punching machine, perforator, etc., with type and bindery, whole plant almost new. Have on books best customers in the city. This is a splendid chance for the right parties to get a good start in the West, but must have cash to handle deal. Good reason for selling. For further particulars, apply Box 527, Printer and Publisher, Toronto.



Procrastination is a Thief

If some nations had been prepared, the others wouldn't have "started something." That's about it, you say. But ——

Were you prepared? Did you figure the shortage of labor and the "big business" of 1915-16?

No! Then you were not prepared. Labor-saving printing devices and faster presses are built for you. Use a postal—the phone and telegraph are quicker. A salesman will tell you all about the labor-savers. Don't procrastinate—procrastination robs your bank-book.

—THE MANAGER

Two Scott Multi-Unit Triple-Octuple Presses

The Largest Newspaper Presses Ever Built

Will Be Installed in the New Building of

THE DETROIT NEWS *and* TRIBUNE

These Triple-Octuple Presses are unquestionably the largest producers, as it is possible to operate the machines in the smallest individual combinations for the numbers of pages required. For instance: 14, 16, 28 and 32-page papers are best produced on Quadruple Presses; 18 to 24-page papers on Sextuple Presses; while 26 and 30-page, or 28 and 32-page, composed of unequal sections, are run with Octuple Presses.

An Octuple run, feeding from four rolls of paper, requires double the number of stops for paper-roll changes that is needed by Quadruple Presses, and as the slowing down for core ends and speeding up after changing, as well as any web breaks, stop the production of four printing sections in an octuple, and two in a quadruple, it is easy to see why two independent quadruples will turn out many more papers than an octuple, and other combinations in proportion.

The Scott "Multi-Unit" system can be started with a single unit and one folder, and can be expanded to any desired extent. No matter what your requirements are now, or ever will be, the Scott "Multi-Unit" will fit them, without trading presses.

The selection by the Detroit Evening News of Scott "Multi-Unit" Presses for their new building was based upon the actual results obtained by them on one of these machines in their present plant through exhaustive tests, in which the efficiency, producing capacity, reliability and all-round superiority of the Scott "Multi-Unit" Press over their High-Speed and Standard Decked Presses was thoroughly demonstrated.

We make a specialty of studying and solving pressroom problems, and supply the most efficient machinery to suit each individual case. Why not let us study **your** conditions? We may be able to suggest methods that will reduce your cost of production and save you valuable time.

TELL US YOUR REQUIREMENTS—WE HAVE THE PRESS

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory, Plainfield, New Jersey

NEW YORK: Brokaw Building, Broadway at 42nd St. CHICAGO: Monadnock Block

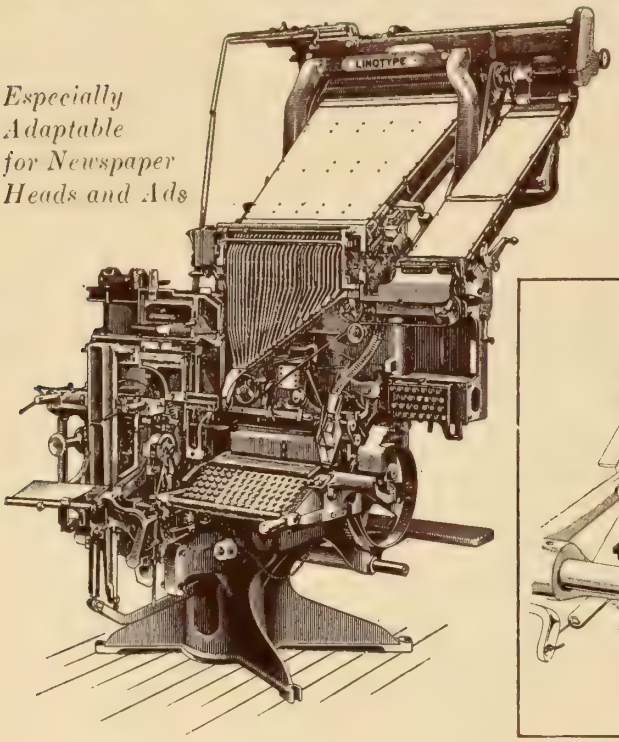
The Most Important Composing-Machine Improvement in Recent Years

CONTINUOUS COMPOSITION

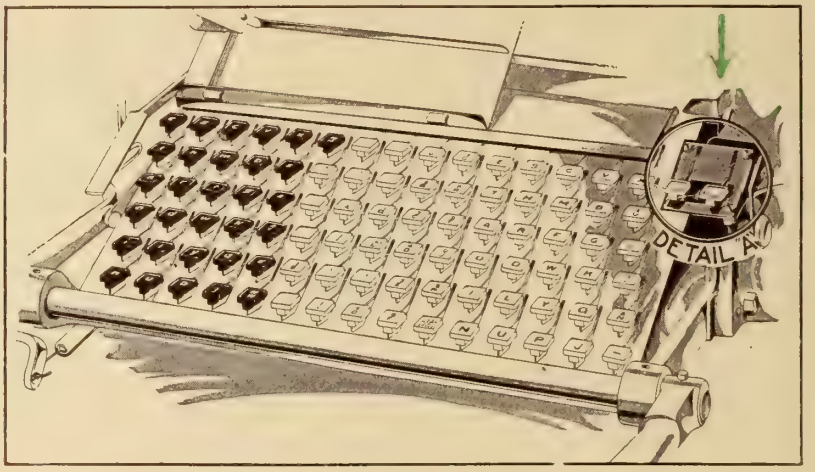
from All Magazines

Insuring More Ems per Hour —at Less Cost per Thousand

Especially Adaptable for Newspaper Heads and Ads



MODEL 17 LINOTYPE
Double Magazine with Auxiliary,
Price, $3,000.



INSTANTANEOUS-CHANGE KEYS
Detail A shows the two new Instantaneous-Change Keys. Touching either key brings the magazine required into instant operative connection with the keyboard.

MERELY TOUCHING A KEY (*See Detail A*) on the new Model 16 and Model 17 Linotypes brings either magazine into *instant* operative connection with the keyboard. This means that the operator can mix at will in the same line matrices from all magazines without removing his hands from the keyboard—absolutely insuring *continuous composition* while the copy lasts.

EACH NEW LINOTYPE embodies advantages that permit greater achievement in machine composition. Throughout the whole history of Linotype progress may be clearly seen the outstanding feature of *Service to the Printer;* of giving him a composing machine worthy of his craftsmanship.

IN THE NEW-MODEL LINOTYPES, with their Double, Multiple and Auxiliary Magazines, Matrix-Mixing Possibilities, Instantaneous Magazine-Shifting Features, etc., there are combined advantages which make them superior to any other composing machines. It will pay you to let us tell you why.

Send for Linotype Literature to-day

We have a Linotype for every office at a price and upon terms within easy reach of every printer. Tell us the kind of work you do and we will send you descriptive matter of the Linotypes best suited to your particular composition requirements. Do this to-day — because if you need a Linotype you are paying for it whether you own one or not.

CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	SAN FRANCISCO	NEW ORLEANS	CHICAGO
Tribune Building	646 Sacramento Street	539 Baronne Street	1100 So. Wabash Ave.

Printer and Publisher

July, 1916



General View, Canadian Locks, Sault Ste. Marie

The MacLean Publishing Co., Limited

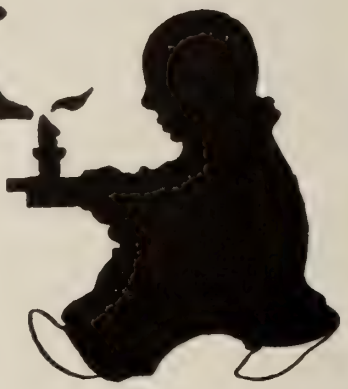
Toronto : Montreal : Winnipeg

CIRCULATION AUDITED BY THE A. B. C.

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

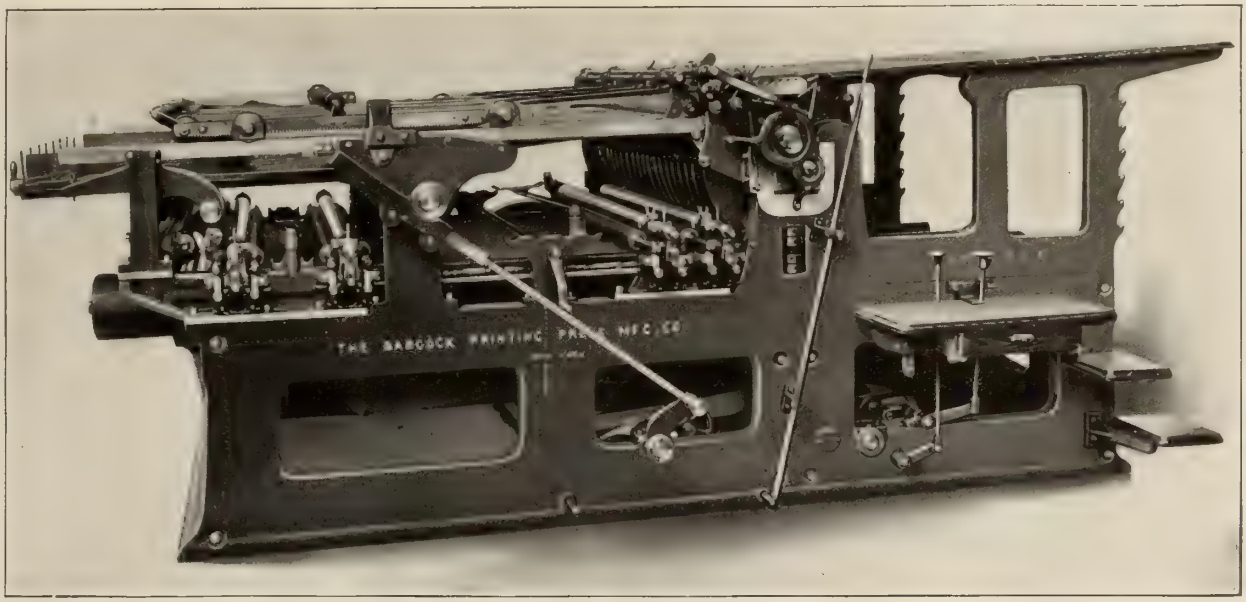
128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.

THE BABCOCK "OPTIMUS"



However much a printer may know about presses in general, he will never know just how much

The Babcock "Optimus"

will add to the efficiency of his equipment until he has actually owned and operated one. The ambitious printer wants the most efficient press and is "willing to be shown."—There are just two classes of men who can show him,—Babcock Salesmen and Babcock Owners. They know the "Optimus"—often they know others as well. They can give the facts about the "Optimus," in comparison with the others, — a comparison that is growing more important to the printer and more advantageous to the "Optimus" every day.

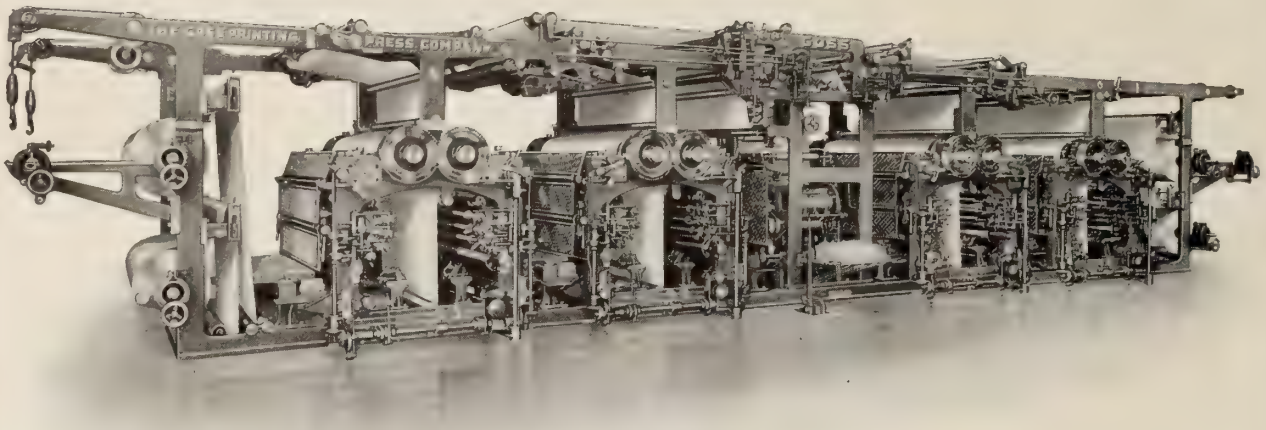
Send for our catalogues. Invite our Salesmen to call. See the "Optimus" at work.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

GOSS

"High Speed" Low-Construction Presses



This is an illustration of a Goss "High Speed" Low-Construction Octuple Press just shipped to

"The Buffalo Evening News"

Buffalo, New York

Other "High Speed" Low-Construction are being built as follows:

"NEWS", Minneapolis, Minn.: One "High Speed" Low-Construction Sextuple Press.

"NEWS", Minneapolis, Minn.: One "High Speed" Low-Construction Octuple Press with colors.

"POST", Worcester, Mass.: One "High Speed" Low-Construction Sextuple Press.

Let us tell you more about them.

The Goss Printing Press Co.

Main Office and Works
1535 South Paulina St., Chicago, Ill.

New York Office
220 West 42nd Street

THE GOSS PRINTING PRESS OF ENGLAND, LTD., HAYES, MIDDLESEX.

BOOKBINDERS

We call the attention of the trade to our large stock of CLOTH and LEATHER just received.

Winterbottoms Bookbinders Cloth, English Manufacture

Leathers—

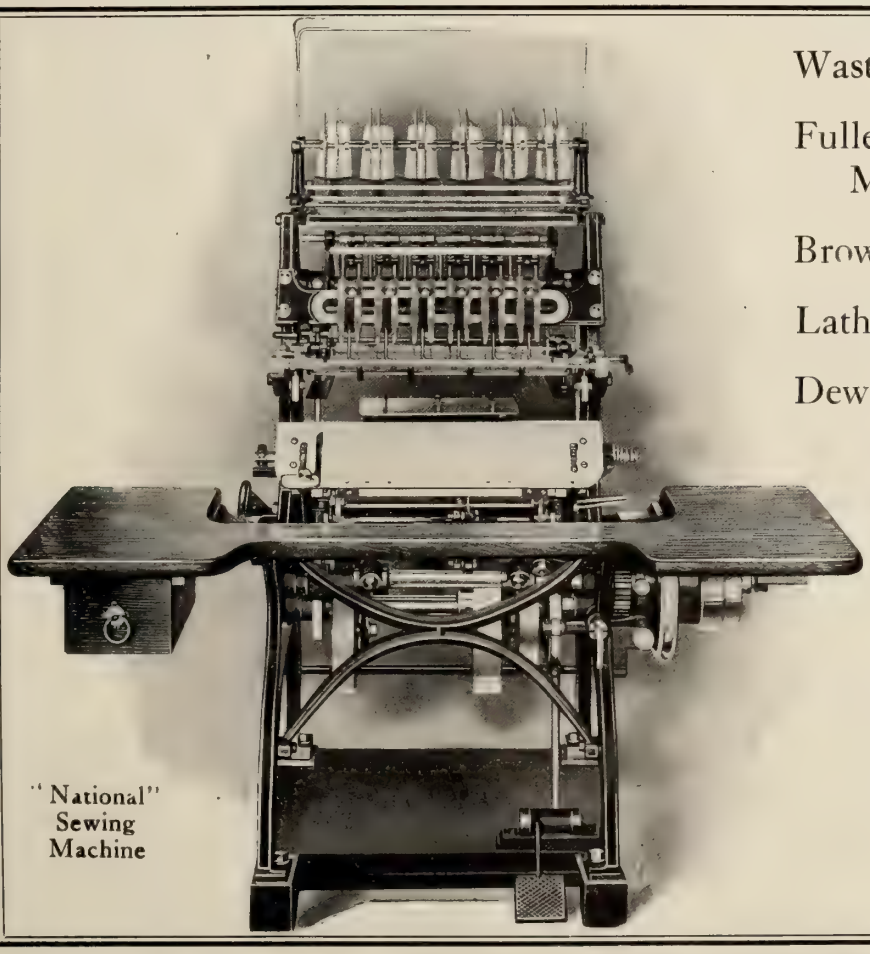
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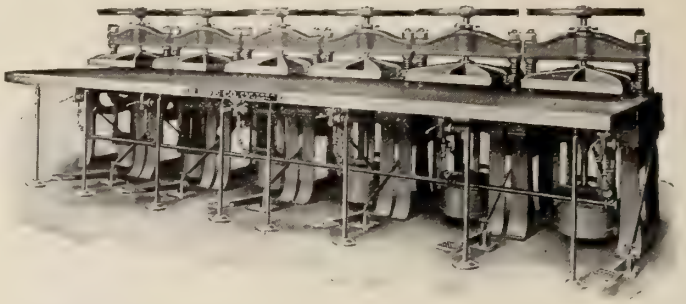
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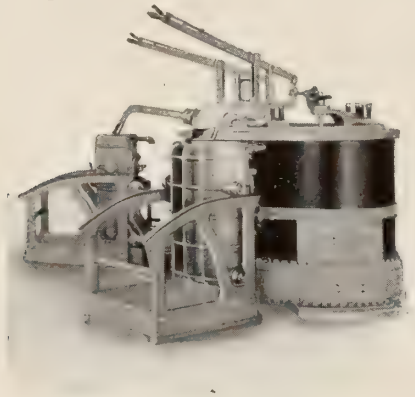
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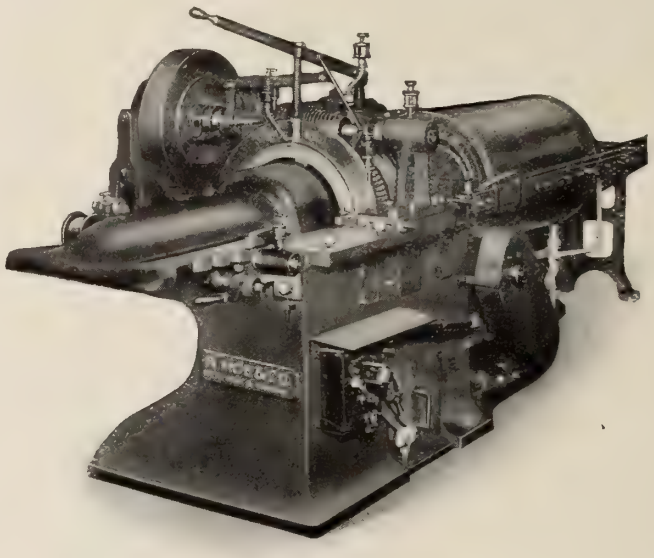
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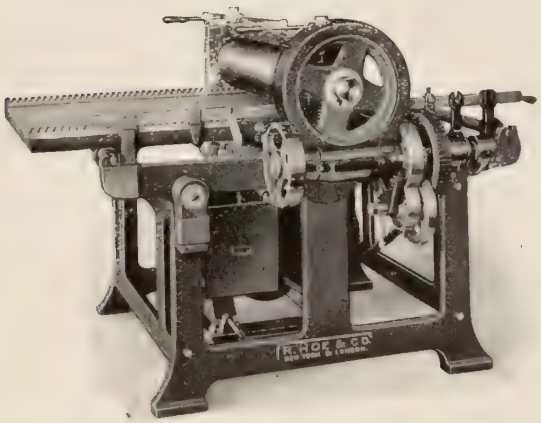


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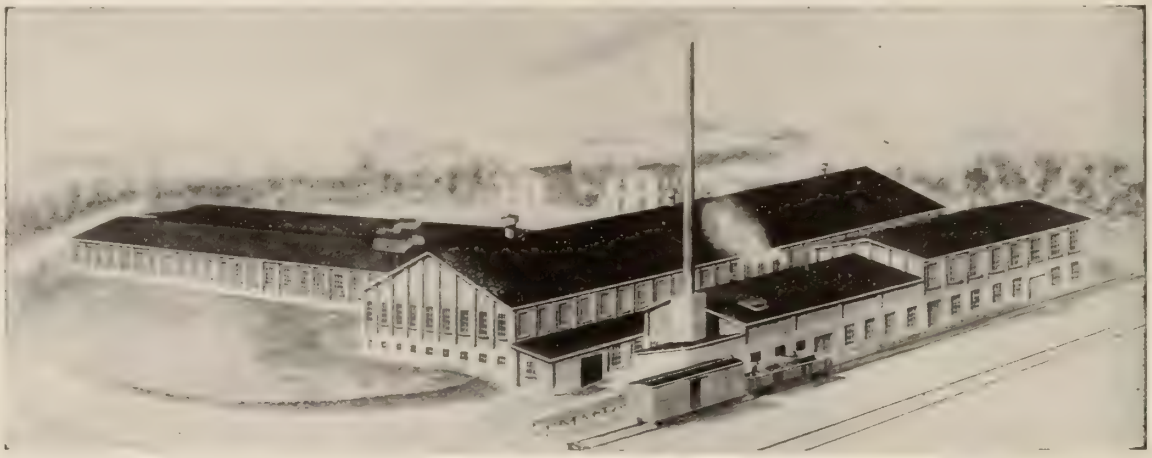
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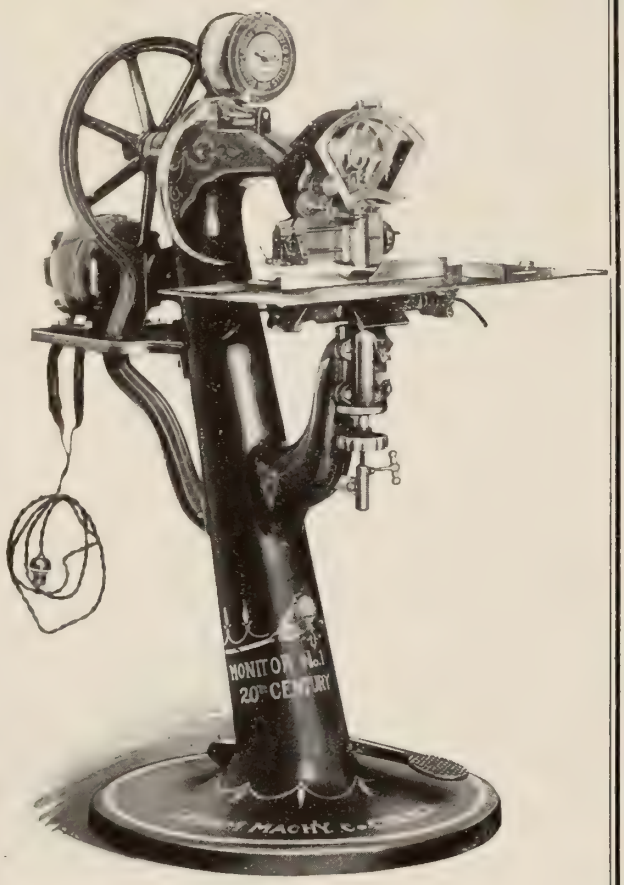
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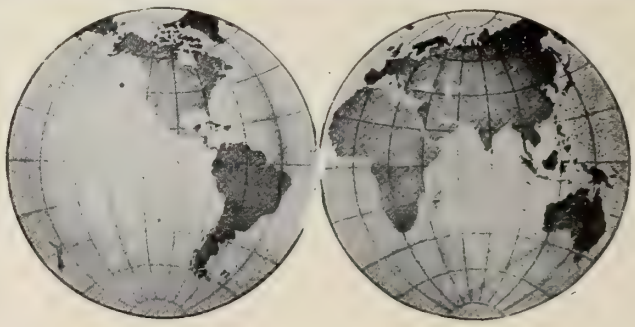
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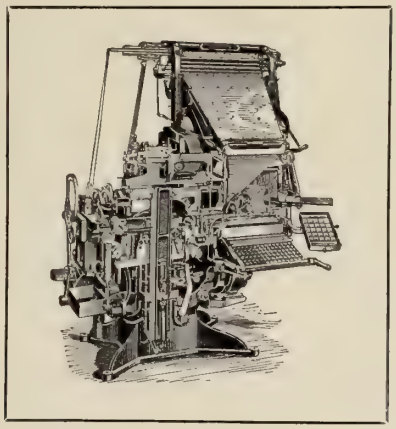
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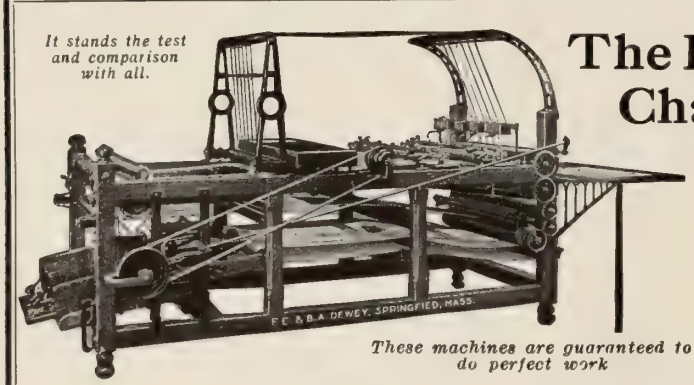
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Vol. XXV. Toronto, July, 1916 No. 7

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PRINTER & PUBLISHER

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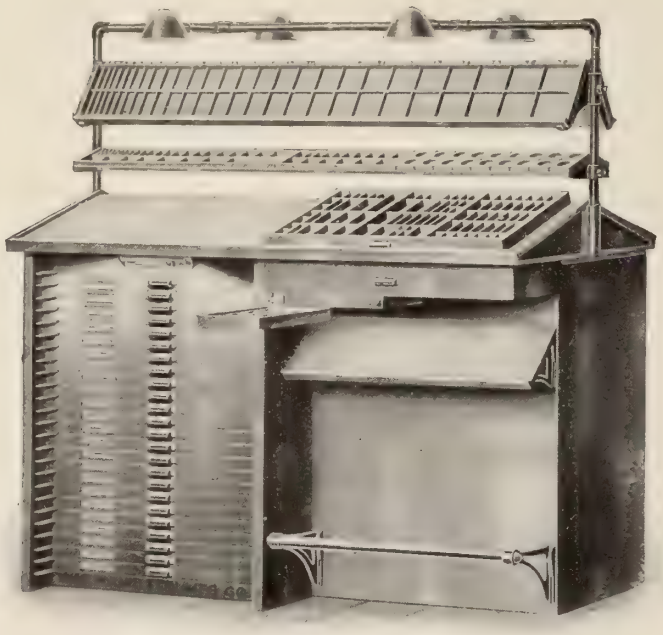
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Shall the Editor or Business Manager Reign?*

Modern Newspapers as Seen Through an Editor's Spectacles—The Domination of the Department Stores—The Decline of the Long Editorial—Ideals of the Future

By STEWART LYON, Editor of The Toronto *Globe*

THE editorial was the original newspaper. The old journals had practically no news in them; they were papers of comment, papers of opinion, papers usually founded by somebody who had something to say that he could not say otherwise. There were no Parliaments where they had men to report the speeches, and the pulpits were decidedly unhealthy for a fellow who tried to express too novel notions. And so there came about the foundation of newspapers as organs of the opinions of men who wanted to impress their views upon the people. For a long while this was really the important business of newspapers.

When I was a cub reporter nearly 30 years ago, I had a beat in Osgoode Hall for a time. A file of the London *Times* from the very beginning containing such things as the first news of Waterloo, and how Nelson licked the enemy at Trafalgar, and all that sort of thing was there; and in the intervals when Mr. Blake, or somebody who was good for three hours, was making an argument, I sometimes slipped down and started reading those old copies of the *Times;* and the news space utilized at that time even by such an outstanding paper as the *Times* was amazingly small. The papers of that day were organs of opinion and this continued down almost to our own time.



STEWART LYON
Editor of the Toronto *Globe*, who has some severe things to say in the accompanying article on the menace of department store advertising to the publisher's and editor's independence.

1889 AND 1916—COMPARISONS AND CONTRASTS

The other day I went to work to find out just what proportion of news and what of opinion—and let me say also what of advertising—was to be found in the newspaper with which I am connected when I first joined the staff. The earliest year that I could consider was 1889. At that time the *Globe* was usually an eight-page, 6-column paper, with a 20-page paper on Saturdays. In the *Globe* of the week beginning on the 27th May, 1889, the total space altogether was 360 columns; the advertising space took 120, representing 33 per cent. of the total amount of space given to the reader. Now, you see there that the advertiser was not the dominating force; he was a considerable force, but you can disregard him a little. In the week beginning May 22nd of this year the *Globe* had 728 columns; the advertising space that week was 335 columns, or 46 per cent. of the total.

This is a thing that I am sure the gentlemen of the Press Association ought to try to lessen. The advertiser has become, unfortunately, almost the dominant force in the making of newspapers, and the statistics over a long period of years begin to prove this, at least in the Metropolitan press. I do think that some large advertisers seek to dominate the columns of the papers in which they place their advertisements. This has been specially true, I believe, in the dry goods business of New York. With some care, I tried to discover just whether dry goods advertising in our papers in Toronto — and they are a pretty good average kind—had increased to what one might call a dangerous extent.

So far as the paper I am speaking of is concerned, the dry goods advertising, wholesale and retail, has not greatly changed in its ratio to the total advertising. In 1889, during the week under review, 25 columns out of 120, or 1 in about 4¾, were devoted to dry goods advertising. In 1916, 72 columns out of 335, or just a little less than 1 in 4¾, were devoted to the same sort of advertising. I think that is not equally true of the evening papers; I fancy the evenings have probably a larger proportion of dry goods advertising to the total advertising.

But it does prove this to me; that the suggestion that the newspapers are forced to print enormous quantities of women's stuff because women's advertising is ever so much greater in proportion to the total advertising than it was in the past, is probably not well founded. I think we are

EDITOR'S NOTE.—This is the text of an extempore address delivered by Stewart Lyon before the members of the Canadian Press Association at its annual meeting in Toronto last month. The speaker's introductory words of immediate local and personal application have been omitted.

publishing women's stuff in a greater degree because women are emerging into the world of affairs and are really taking interest in politics; not because we are trying to "cover" the dry goods ads with matter interesting to women.

THE DAY OF OPINION-MAKING ARTICLES IN CANADIAN JOURNALISM

The thing that interested me more than this was a study of the relation of news and opinion-making articles in those newspapers, because after all that is the thing we ought to be most interested in. I looked at the subject chosen by the editorial writers in these two papers, the *Globe* and the *Mail*, during the weeks in question. In 1889 the editorial writers of the *Globe* were Mr. E. W. Thomson, whom we still have in Canada as the representative of the Boston *Transcript*, as chief, and Mr. John Lewis as his assistant. In the *Mail*, Mr. Edward Farrar was the chief and Mr. Arthur Wallis was his assistant. The *Globe* at the time was in the habit of taking outside contributions from men like Mr. Timothy Anglin, the former Speaker of the House of Commons, and I am quite sure that I noticed in several articles of the week in question some of Anglin's style. The *Mail* was then a paper of 8 pages of 7 columns, or 56 columns, with 12 pages on Saturday.

Summarising the editorial material during that week I find that the great subject was the Jesuit Estates Act; it probably had the same place in the public's attention as the war has just now as a matter for editorial expression. In 1889 the *Globe* had 21 articles on politics during that week —politics and public affairs—as compared with 8 in 1916—just a little better than a third as much attention to things that we speak of as politics. In 1889 it had 6 articles on religious subjects, and one properly classified as miscellaneous. In 1916 the *Globe* had 10 articles on the war, and 12 which might properly be classified as miscellaneous and dealing with ethical questions.

The *Mail* in 1889—and you must remember that Mr. Farrar was then undoubtedly the greatest editorial writer in the country—had 15 political articles, one on a religious topic and 4 of a miscellaneous sort. In 1916, during the corresponding week, the *Mail* had 5 political articles—just one in three as compared with 1889, 10 on the war, and 8 miscellaneous topics.

SOME INFERENCES

The inevitable inference that we must draw from these figures—because they are not specially selected, they are just "run of the mine"—is that the news side of the newspaper has tremendously increased, that the advertising side has increased somewhat, that the opinion-making side of our Toronto papers has very, very seriously lessened—and I fancy that one might reason from the known to the unknown and say that this obtains all over the country.

It may be said that the opinion-making side has lessened because there were giants in those days, while the fellows who are on the job now are not of the same calibre. There is something in that. I imagine that if we turned out those two-and-a-half column, 12-inch howitzer articles that Ned Farrar used to print in the *Mail*, people would not read them.

The chief reason, to my mind, for the change in the form of editorial articles, and why letters to the editor and opinion-making special articles, as distinguished from informative special articles, are less to be found in newspapers to-day than they were almost 30 years ago, is that the people themselves, by their own selective methods, have excluded this sort of writing or forced the lessening of this sort of writing.

THE SHORT-CUT READER

If you remember the kind of a town Toronto was in 1889 you will get some sort of an idea of what I am trying to get at. Take Sunday in Toronto in 1889. There were no Sunday cars; the telephone was just coming into use as a business convenience, and was in very few houses; there were no motor cars; the safety-bicycle was a freak; the man who wanted to amuse himself in Toronto in 1889 had to take the bob-tailed car out to about Bloor Street and either walk in the country or go to the Queen's Park and hear the orators; or go to Church. There was nothing else for him. Under these conditions, even those double-barrelled editorials were a boon and a blessing. Father could sit out on the verandah in the afternoon and go to sleep over one of those editorials with the greatest of comfort, and often he would get a good deal of information out of it, too.

But take the condition to-day; absolutely changed. We have created a better, a modern civilization and what I would like to impress on your mind as the short-cut reader—the man who wants to get his day's news in tabloid form. There is the motor car taking his attention, and the stock-ticker taking his attention, and the telephone jangling at his ear all the time; and if these things don't suffice for him, why, the son takes him out to the "movies" at night. The reader of newspapers—and everybody is a reader of newspapers in our community—is so tired nowadays doing other things that he wants to get as little heavy reading in his paper as he can possibly secure. The editors are not fools. They have seen this tendency. They see that if you write a very long article the reader says: "Well, I will put that away and read it the next day," but the next day never comes; and the consequence is that these heavier articles that were powerful influences in the making of public opinion in the past are not now written, and the smaller article is the popular form on the editorial pages of to-day. Now and again we indulge in a little debauch and publish an article over a column in length, but it is always with a good many qualms of conscience. During the week I am discussing, Ned Farrar had two articles in the *Mail* that ran almost 2½ columns, and one that ran 1½ and two others that ran a column. If any such record as that were true of a Toronto paper of to-day, why, they would change the managing editor.

The short-cut reader has produced the era of short editorials, and these articles have to be of a different type from the editorials of the past. A man cannot argue; he cannot give you his reason why in a short editorial. As an article in the *Globe* this morning said, he has to bark at you occasionally, just as a collie dog directs a flock of sheep which way to go. and guide you in the direction of the place to which he wants to lead you. This kind of editorial writing is growing, and I am addressing quite a few men here who have been forced to recognize that this sort of editorial writing is popular. It is a bad thing for the country and the only message that I want to leave with my fellow editors to-night is this: that with what influence we have and can command we ought to try and stem the tide of the say-so editorial made for the short-cut reader, because if we don't, we won't be able to educate our masters.

DEMOCRACY'S HABITS AND TENDENCIES

The democracy is not going to Church; the art of public speaking is almost dead; there are not a dozen Parliamentarians in this country who go through their constituencies in the recess to tell what has been done during the session of Parliament. We have arrived at that stage in the development of this country where the newspaper is the chief source of opinion-making, in spite of the fact that by reason of the diverse interests of readers they are not reading lengthy editorials, and are not disposed to read lengthy editorials.

This tendency, if it goes on, will land us in a very uneducated democracy. There is no doubt of it at all. Signs are multiplying. I think if our democracy were being edu-

cated as it was 25 years ago in this country, there would not have been nearly so many slackers when the call went out for men to go and serve the cause of freedom. If people of to-day were to read editorials that argue instead of merely urging, they would know in a better sense how tremendous the issues are with which we are face to face at the present moment.

MAKING THE READER PAY MORE

As you are mostly publishers, though many are both writers and publishers, I am asking publishers who have to do with the making of newspapers, the ultimate form and style of newspapers, to get a greater proportion of their revenue from the reader so that they can give a greater proportion of their services to the reader in the form of opinion-making material. We used to be able to get $5 for a decent morning paper in this country—I am speaking of Ontario. Nowadays the average price of a morning paper in Ontario is $3, a 1c. morning paper. I am not very sure that this can be done. I am not very sure that it ought to be done. I think it is a little cheapening. There is no other service that the reader of a newspaper gets from any one else at all comparable with the value that he gets in obtaining the daily news of the world and his basis of philosophy and his hope of Heaven, for 1c. a day. I am not saying that you can immediately put the newspapers of this country on a 2c. basis, but I am saying that unless you do so, you ought to reduce the size of your white paper bills, publish a smaller paper, increase the cost of advertising so that you will squeeze out the advertiser who is not possibly getting the value for his money, and get back to the condition under which you operated 30 years ago, when the advertising was probably about a third of the total volume of your newspaper space instead of what it is now—usually about a half in most of your newspapers. The reader is not getting a fair show, and if he does not get a fair show we are going to end in this condition, where your reader will by and by be your devourer.

THE EDITOR AND THE BUSINESS OFFICE

We have some traditions around the *Globe* office. I notice that Sir John Willison in his sketch of Farrar's life told about a historic occasion in 1891 when a guard was placed in the *Globe* lane to keep the mob from the Academy of Music meeting of Sir John Macdonald from smashing the business office, and I suppose hanging the editor. That tendency is not passed yet. A very large half-brick came through our window at the election of 1911, and they keep coming all the time to a paper that is unpopular in the city of its publication.

We sometimes have difficulty with the business office, but this I will say, that the greatest difficulty that we might have with the business office—that over the tariff—has never at all affected the editorial policy of the *Globe*. It is an awfully unpopular thing to advocate free trade and to be a free trade fanatic in a city like Toronto, yet year in and year out, often at much cost financially, we have tried to be honest with ourselves in this respect, and we are going to keep on trying.

GUM-SHOEING IN MONTREAL

There are other newspapers published in other cities that have problems similar to the problem of the *Globe* and the tariff. We are going to have more of these problems. Take the conditions to-day in the greatest city of Canada. There, I am afraid, there is a good deal of gum-shoeing on public franchise question. I do not like to see it. I would like to see the newspapers of Montreal come out, and if the people of Montreal are not yet educated up to the extent of running their own franchises, educate them, don't gum-shoe them. This is our business. We ought to have courage to do these things. We are all of us lacking in courage in some things; but I say this, that we will not be able as newspaper men to do these things as courageously as we ought to do them until as business men we lessen the volume of the advertising in relation to the news columns, and lessen the influence of the advertisers in relation to the business office. This is the point of departure for the whole thing.

It cannot be done any other way. If you are depending for the making of your newspaper and the paying of your salaries on the whim of half a dozen large advertisers, you are leaning on a broken reed.

IDEALS OF THE FUTURE

If we are going to make public opinion we ought to have some idea as to where we are going, as to what we think public opinion is or ought to be; and this brings me to the ideals of the newspaper of the future. I would like to see —and I think it is coming—a restoration of the conditions under which the opinion and news are so placed before the reader that he will be educated in the reading of the day's news.

We get some idea of what I am trying to say by looking at the first two or three pages of the *Spectator* or the *Nation*. There we have weekly reviews in which news and opinion are blended so that they become attractive. I am not sure but that with the tremendous growth of news-gathering services we will have to perform the same selective process in the case of large newspapers. The volume of news coming from all over the world, the reams of cable despatches, the tremendous volume of what one might call piffle that comes into every newspaper office every night, ought to be sifted and selected so that the eyes of men who are seeking for opinions in newspapers ought to be launched against these particular items.

You can still carry a good deal of your news, but as you are not carrying reports of public meetings, which are opinions; as you are not carrying a great many letters to the editor, which are opinions; as you are not carrying as much editorial as in the past, would it not be a possibility, without being false to the traditions of the business, that we should try to make in the daily newspaper departments such as these weekly papers have carried on with so much distinction and with such great value to the community for very many years? It is worth while thinking of, because the paper is becoming too great; news columns are becoming ponderous, cumbersome; and as I say, your short-cut reader is not going to use them in the present form very much longer.

A PLEA FOR SWEET REASONABLENESS

Another thing that is troublesome to-day is the say-so editor. It is a rather curious thing that when a man ceases arguing he becomes ever so much more dogmatic than he was before. His attitude very much reminds me of a story of the old beadle in Kirkintilloch in Scotland. That village is situated on the high road between Edinburgh and Glasgow, and in the old days it was used by the stage coaches which came along in the grey dawn of the morning.

The kirk-yard at Kirkintilloch was on a hill above the town, and one late autumn afternoon the beadle was sent to dig a grave. He carried with him some refreshments that beadles are commonly supposed to use, and as the grave became deep, the beadle became fuller, and towards the end of his operations he just had strength enough to put the earth up over the edge, but he had not enough strength to put himself over. So when the job was finished he laid down to sleep the sleep of the just. In the morning along the high road came the stage coach with the guard blowing the horn—a loud, piercing sound. The old sinner in the bottom of the grave heard the noise and felt around him, and it certainly looked like the real thing; and he said:

"Losh, this must be the Resurrection morn, and there is Gabriel's horn, I maun get up." So as he was soberer, after several times making an effort, he clambered up the side of the grave and landed among the tombstones alone in the ghostly grey of the dawn. Looking around he remarked, "Losh, the good book says, 'the Just shall rise first'; this is a poor turnoot for Kirkintilloch."

Some of these gentlemen who begin very well finsh up with those say-so editorials in which there is no argument and no attempt to convince, but just an attempt to direct; and this superior knowledge of the writer puts me in mind of the beadle of Kirkintilloch. In their eyes there is only one just man, and he is not very sure of himself.

THE DOMINION OF THE SECOND GREAT COMMANDMENT

We have to get a different spirit in our political writing and in our writing on social reform. Especially in our writing on social reform we have to think of the other fellow. The products of the world are not well distributed. Mr. Rowell made what I regard as one of the finest speeches of his political career recently when he pointed out how great a proportion of the total products of the world's wealth falls into the hands of a very small proportion of the people, and how many die without any of this world's goods at all. If the press of Canada is on its job it will try to reverse this condition; it will try to end the privileges that place wealth so securely in a few hands.

You can apply this principle. You will have to apply this principle next year to such a thing as railway nationalization, whether you will or no; and when you are discussing in your papers during the next session of Parliament the question of what the people of Canada shall do with the railways, I want you to think that the principal thing the people of Canada have done with the railways up to the present time has been to make millionaires of them. This same principle can be applied all round. It is the greatest thing that the newspaper man can do. It is the whole of the game. You may make a fortune, and lose your own soul.

Canadian News Service

IN CONJUNCTION with the gathering of newspaper publishers in Toronto last month to attend the Canadian Press Association convention, two of Canada's news service organizations held annual meetings and elected officers. Both were held at the King Edward Hotel on May 31.

At the annual meeting of the Canadian Associated Press the following officers were elected:

President, John Ross Robertson, Toronto *Telegram*; vice-president, C. F. Crandall, Montreal *Star*; secretary-treasurer, J. E. Atkinson, Toronto *Star*.

The Canadian Press, Limited, re-elected to the presidency E. F. Slack, of the Montreal *Gazette*. The other officers are:

Vice-presidents—E. H. Macklin, Winnipeg *Free Press*; and W. J. Blackburn, London *Free Press*; secretary, C. F. Crandall, Montreal *Star*.

Directors—John Nelson, Vancouver *World*; J. H. Woods, Calgary *Herald*; R. L. Richardson, Winnipeg *Tribune*; W. J. Kerr, Regina *Province*; J. E. Atkinson, Toronto *Star*; J. Ross Robertson, Toronto Evening *Telegram*; J. F. MacKay, Toronto *Globe*; Norman Smith, Ottawa *Free Press*; J. N. Chevrier, *Le Devoir*, Montreal; E. F. Slack, Montreal *Gazette*; E. W. McCready, St. John *Telegraph*; G. F. Pearson, Halifax *Chronicle*.

Affairs of the organization were reported in a satisfactory condition.

DANIEL M. LORD, pioneer advertising agent of the Middle Western States, and the founder of the Lord & Thomas Advertising Agency of Chicago, has taken up his residence in New York. He is 72 years old, and retired twelve years ago, when he sold out Lord & Thomas.

Estimating Test

A MAN planning to issue a weekly periodical went to a printer for an estimate, with specifications as follows:

A 24-page publication, page size, 9¼ x 12½ inches. Type page—three 15-em columns x 10 inches deep.

1st page, title (electro), 2 inches deep across 3 columns.

Running title over each of the other 23 pages, with rule separation from page matter.

Reading matter to occupy 40 cols.; and displayed advertising the remaining 32 columns.

Body matter to be set in 8-point. Provide for numerous 1-column titles.

Provide for half the advertising to be supplied in the form of plates; the other half to be hand-set. Advertising of miscellaneous sizes.

No illustrations in the reading-matter portion of the publication.

No cover. Publication to be double wire-stitched.

Stock to cost the printer 8 cents a lb., and to weigh 60 lbs. the ream (25 x 38).

Quantity, 5,000 weekly. Quote separately for extra 1,000's to be run at same time.

Quote separately for wrapping and addressing 4,000 subscribers' copies, with charge for extra 1,000's, printer to provide printed wrappers and use Dick or other mailer. This on basis of yearly contract.

* * *

Suppose you were the printer from whom this would-be publisher requested an estimate, what would be your figures?

PRINTER AND PUBLISHER invites its printer readers to figure on this job—this to test their ability to estimate carefully and fairly.

WHY YOU SHOULD PUT IN AN ESTIMATE

The reward for the effort expended is a double one: (1) the occasional trying out of one's knowledge of correct estimating is always good, especially when one knows that his estimate is to be matched against the estimates of others who will also attempt to make correct estimates; and (2), each participant's estimate, with respect to its details, will be published in PRINTER AND PUBLISHER in its September issue; and this analytical estimate, when placed alongside of other estimates, similarly analyzed, will show each participant just how and where he stands as a careful and correct estimator.

Ability to estimate correctly and intelligently is not possesed by every employing printer, or by his employees; yet this ability is supposed to be absolutely essential to a printer's success. PRINTER AND PUBLISHER can render its printer readers no truer service than by causing them to know how to estimate fairly and correctly.

Participants are requested to send in their estimates, in detail, to arrive not later than August 1; and it is greatly hoped that estimates will come from printers in each of Canada's nine provinces, and from Newfoundland. If any printer from Uncle Sam's Land is moved to submit an estimate it will be cordially welcomed. Address your estimate as follows:

Estimating Test,
PRINTER AND PUBLISHER,
143 University Ave.,
Toronto.

Busy Job Department During July and August

Much Undeveloped Business in Every Community for the Printer who Wants to Dig It Out—Definite Suggestions—The Value of the Dummy—Creative Salesmanship

By JOHN TYPEHIGH

WHAT can the job printer do during July and August—two supposedly dull months—to keep his plant profitably busy?

This is a question a good many men in the printing business are asking, and finding it hard to answer.

One thing should be obvious: the printing man must *suggest* printing—brand new jobs—to his customers and should-be customers. Which means that he *must not wait for the other man to start something.* Just here is where most printers and their salesmen fall down; they fail to be creative.

Let's look at the possibilities, not alone for the big plant, but also for the country job printing office.

THIS WAY BUSINESS LIES

Who do repairing in your community? Watchmaker, bootmaker, blacksmith, machine shop, umbrella dealer, plumber, furniture dealer, carpenter, bookbinder, cement-walk man, tinsmith, harness-maker.

Now everyone of these men has a message to many families and individuals all about him—a message that these families and individuals want deilvered to them. Listen! A certain large firm in Toronto specializes in the making of motor-top bodies. It supplies bodies complete to the last dot—upholstering, painting, trimming, tops, windshields, and all that. Months ago business with them was slack. A bright printing salesman took this firm a definite suggestion; in the form of a dummy. It was that they should prepare and distribute a pamphlet on motor-repairs. The idea was accepted with the result that this firm has had more repair business offered than it is able to accept. Obviously, motorists were those to be solicited for business, and a list of motor car owners in any city or province (Ontario has 38,000 licensed motorists) can always be readily obtained.

Note that this idea did not originate in the mind of this firm of motor car body makers, but in the mind of a printer's salesman. That is, the printer, through his salesman, started something.

YOUR OWN HOME SUGGESTS THE NEED OF PRINTING

Take the furniture dealer who repairs furniture—puts a new leg on a table or chair, or a new rocker, or a new back; who puts new springs in a sofa or couch; who can mend a decrepit bed; upholster furniture.

Look at your own home. Isn't there work to be done to your own furniture—to half a dozen pieces; which work if done, will save you many dollars, by making it unnecessary for you to buy new furniture? Yet what local furniture dealer has ever mailed to you a suggestive circular, telling you of his services, and putting up to you the idea that a stitch in time saves nine; and that thrift lies in the direction of making your old possessions live and serve a little longer?

There's the carpenter whose good message is awaited by hundreds of families; for in every home, except the very newest, there is a score of little jobs for a carpenter: the putting in of pantry shelves, of book shelves; putting locks on desks, cupboards or doors; straightening up falling steps, or mending a score of things made of wood; tightening loose things that in their present state let in rain or wind or snow, and so make for discomfort or ill-health.

Has not the painter and wallpaper-hanger a message to the families of your community? Every home, except the newest, has walls that those who live between them are tired of, yet put off and off the business of renewing them with fresh paper. And the paint-work in many a room has grown dirty or discolored, or tiresome, and a change is greatly desired. Now, if some aggressive and helpful painter and paper-hanger will do a little prodding of these families, he will get orders; but so long as he waits for the move to have fresh paint and paper to come from householders, he has a good long period of waiting before him.

Printer-man, it's up to you to start something. Go to this inert painter chap, with a dummy, and perhaps with a little story all written out—and the chances are that you will succeed in "painting the picture" so alluringly that you'll get an order straightway.

EVEN THE POOR BOOKBINDER

Just one more case—that of the bookbinder. He has a message to hundreds of homes and institutions; for in every home, in every law office, in every school, in every bank and court house and town or city hall; in every doctor's office, are books with broken backs or loose or soiled covers—books that are precious, or valuable, or useful; and whose owners want them preserved. Magazines and periodicals and special pamphlets and papers and documents, now unbound, and troublesome to handle, await the services of the bookbinder, yet all the time the bookbinder remains speechless: he never suggests to these families and others that he is a doctor for hurt books, a clothier of magazines and pamphlets. Can't you, with the help of a dummy and the outlines of his little story, some ardor of salesmanship, and a little sweat, get this poor voiceless bookbinder to "talk-up" to the should-be and will-be customers in your town or city? Start something yourself, and make him start something.

Let this suffice for the repair men idea.

THE RETAILERS OF YOUR COMMUNITY

How much does it cost a man a year to keep himself decently clothed? How many suits a year, how many shirts, suits of underwear, pairs of hose, pairs of boots, neckties, hats, and all the etceteras? The answer would be interesting to many men. Go to your most aggressive clothier and gents' furnisher and talk it over with him; make notes. Then return to him later on with the dummy of a booklet, and the copy to go with it, and suggest to him that it would be good business on his part to publish this booklet, and distribute it among his customers and should-be customers.

The cost of this booklet to the clothier may be reduced by getting him to consent to the inclusion of the advertisements of a laundry, of a clothes-pressing firm, of a local boot and shoe dealer. But you must do the *selling* of this advertising; indeed, you must "sell" the whole idea. But the idea is there. It can be worked out.

Furnishing a home for $500, for $1,000, for $1,500—what will these sums do? Here's an idea to take to a furnishing firm. Hundreds of families will read the book you may publish, with interest—and keep it. Which means that a booklet of this sort would be a fine and lasting advertisement for a local furniture or furnishing firm. You could make it a co-operative affair, getting the carpet seller, the stove dealer, the plumber, the coal man, and several

others, to join together to produce such a booklet. It is pretty safe to say that a publication of this sort cannot be found in your town or city. Yet all will admit the suggestion to be a good idea. The man to "sell" the idea is the printer—and that means *you*. Get up a dummy—always a dummy; and work up the idea to the fullest possible extent.

The men you call on are probably more than half-blind. That is, they haven't many eyes in their brain. Or, to put it another way; they haven't much imagination. But they can see things with their flesh and blood eyes, and through this gateway, and through their ears into which you will pour some red-hot talk, you may get them to see the possibilities of good business in the publication and distribution of such a booklet. *Your* part is to take the idea to these men, and convince them to the point that they will give you an order.

EVEN THE BUTCHER

There's the butcher—not that fat fellow who weighs 250 pounds, and whose eyes are half-hidden by reason of a puffy face; but that young, lean chap, who has blood in his veins more fluid than the ox's; who has "go" in him. Suggest to him a booklet to give to his customers—a booklet telling the housewife something about "cuts," —an illustrated booklet; and how to cook meat; something about the parts good for soup, good for grilling; good for boiling; and so on. Now, the butcher himself can't help you much, for he may not know; and even if he does, he isn't likely to be very strong on talking or telling.

This part of the job is for you. You must get up a dummy; and dig out the illustrations, and the "talk"; and when you have all this in good shape, dress it up into booklet form. Show your local butcher—the thin, young one; put ginger into your "spiel," and the chances are that you'll get him to give you an order for 500, 1,000 or 5,000.

YOU NEED HELP

Just here, I want to say this to you printer men: use the services of others. Go to some reporter, or schoolteacher, or minister's wife; or bright young woman of poor, yet honest parents, or the daughter of an aristocratic family not blessed with much money; and get from them the help you need. Get them to work with you—on some basis. You may make them a percentage proposal; or a royalty proposal; or an offer to pay them a definite sum for their service. You may get the needed help on the basis of no sale, no pay. But *get the help of those whose services are necessary to the working out of these ideas.* I am very conscious that you yourself, and your salesmen, are not likely to be ready writers; but of ready writers, eager to write for pay or the prospect of pay, there are millions in the world; and some of them—five, ten, twenty, a hundred —live right in your town or city. Advertise for them in your local paper if you don't know them. Dig them out of their obscurity.

To be a creative printer, you must take definite suggestions to possible and probable buyers of printing; and to prepare these definite suggestions you will almost certainly have to employ the services of others, especially writers or advertising men.

THEN THERE IS THE PHOTOGRAPHER

Now let me swiftly suggest a few more ideas which you can take to your local retailers.

The photographer is often a half-starved individual—busy as a bee round Christmas, kicking his heels at other times. This because he is a mighty poor salesman. Go to him with a dainty suggestion. Small 4-page thing, on fine stock; and a half-tone portrait tipped on. Prepare a message after this nature:

> The other day in Blankville a good man died—husband of a wife who loved him, father of children who adored him. But there is no good recent photograph of him; and this family are lamenting. For $1.00, or $2.00 or $3.00 a dozen life-like portraits of him could have been possessed. Now memory has no aids; children and friends have nothing to portray speakingly the face of one loved and revered.
>
> * * * *
>
> How is it in your home? Is there a good recent picture of the father, the mother, the son, the daughter, the little child whom the months change fast?
>
> If there is not, correct the lack. Come to my studio and let me make a portrait for you. The money cost is less than the life-long heart-grief if there is no portrait when the hooded messenger from the Beyond comes with his dread summons.

Some photographer in your community will find the money to pay for a bit of printed matter of this nature.

Is there need to go on making definite suggestions? I trust not. What I am endeavoring to do is to make you see that right where you live, and move and have your being, there is work for you that you have not perhaps seen or solicited; work for the printer with a creative mind and will, and a tongue in his head that can say winning words.

THE SYNDICATE IDEA

This other thought I want to put in your mind. The booklet you prepare for one customer you may sell to some one else in a neighboring town. For example, these suggestions for the photographer, the clothier, the house-furnisher, should be just as appealing to photographers, clothiers and house-furnishers in other towns and cities. It would almost pay you to get up, in a speculative way, a specimen booklet or leaflet and try to sell the finished thing to many firms in different towns. Thus you become a publisher. Thus you become more than a mere estimator on jobs that you have had nothing to do with creating; and thus you can keep your men, presses and equipment busy when volunteered business is slack.

You should be more than a printer; more than a chaser after the business that a dozen others are after in a competitive way. You should be a creator of business, and always should be a salesman—a man always persuading others to use printed matter and more printed matter, and printed matter of your making.

RECENT INVENTIONS
To Save Men, Money and Time

1—A device for printing facsimile letters in two colors. Fits any job press.

2—A job press that prints from 7,000 to 10,000 per hour from electros or stereos.

3—A large size, automatic feed jobber, runs high-grade work from 2,500 to 3,000 per hour.

4—A jobber that runs from type 4,000 impressions per hour.

5—A non-explosive type-wash. Makes for lower insurance.

6—Two colors at one impression without cutting the rollers; perfect ink distribution.

7—A device for preventing the hand from being jammed in platen presses.

8—Non-washing ink formation. Saves ink and labor. Simple to operate.

The above items and notes are provided as helps to those short of labor or time for the doing of their work. Write *Printer and Publisher.*

Lord Northcliffe's Reminiscences of the Daily Mail

The Daily Mail and the Boer War—George W. Steevens, War Correspondent—The Over-Seas Club - Continental Edition of The Daily Mail—Changes in British Journalism Wrought by Daily Mail

By LORD NORTHCLIFFE

Continued from the June Issue of Printer and Publisher.

THOSE first *Daily Mail* days were strenuous enough. In my own case I did not leave the office for the first two days and nights, and then went home and slept for twenty-two hours, and should probably have slept longer had not my household got alarmed at this mysterious somnolence and had me awakened. But they were joyous days too; days when splendid brains were being offered to us from all over the Empire, many, alas! gone, many fighting in the war, some now past the age of warriorship.

* * *

It would be impossible in this number of *The Daily Mail* to give a list of those who helped me in establishing this newspaper. Editorially, almost from the beginning, the daily responsibility—and the responsibility of issuing so many editions of *The Daily Mail* has indeed been a great one—has been in the hands of Mr. Thomas Marlowe. His grasp of world affairs, his presentation of opinion, his happy sense of variety, you may witness every morning when you open your paper. Widely read, widely traveled, Mr. Marlowe, who has been in the editorial chair longer than any other London newspaper Editor, has that mixture of English and Irish in him that gives both force and vivacity. You see his work in the paper, but you do not see that part of him which is not in the paper.

* * *

Just one anecdote. During the Boer War, early in the morning, when a large number of papers had been printed, came an announcement that the report of an alleged great success of the British in South Africa, which had been issued to all newspapers by a news agency, was false. Every London editor was faced with the same difficulty as that which confronted Mr. Marlowe. The papers containing the false intelligence had been printed. Mr. Marlowe was the only Editor who did what he did. He at once telephoned to the printing rooms that no copy whatever of *The Daily Mail* with that false telegram in it was to leave the office. He immediately began a new paper with a prominent contradiction of the false news that he guessed would be in every other journal. The papers destroyed were worth a considerable sum in money and the delay in the publication of the newspaper was irritating to newsagents throughout the whole country. But, as a result, public confidence in news in *The Daily Mail* was intensified, and letters of appreciation poured in from all parts of the country.

* * *

It should be remembered that *The Daily Mail* stood almost alone as a half-penny newspaper. Such journals as the *Daily Chronicle* and the *Daily News* and many provincial newspapers, which competition with *The Daily Mail* has forced down to their present price, were always sneering at halfpenny newspapers and halfpenny news, and it is possible that a certain kind of people, who did not realize that the preponderance of *The Daily Mail* enables it to purchase news at prices prohibitive to less widely circulated newspapers, were deceived by trade jealousy of that kind.

* * *

Of contributors to *The Daily Mail* those who are with us need no recalling, for their names and work are before you every day.

There is one early star in our firmament, George Steevens, known as G. W. Steevens and George Warrington Steevens, beyond any question one of the most capable writers in newspapers since newspapers began. It is not true that *The Daily Mail* discovered George Steevens. George Steevens discovered himself, and if the discovery is to be ascribed to anyone else it is to Mr. Henry Cust, who was for some time editor of a particularly brilliant and outstanding *Pall Mall Gazette*. George, who became an intimate and affectionate friend of mine, came to me bringing with him some articles on Turkey. Our little staff was then practically complete, and I said to him, as I always do to those who wish to work with me, "Tell me about yourself and what you can do." George was twenty-



LORD NORTHCLIFFE.
Founder of the London *Daily Mail* and chief owner of the London *Times*, whose papers and personality are dominant influences in the life and thought of the British people.

six years of age, had been educated at the City of London School, and proceeded to Balliol as a scholar. He obtained a first in Mods. and Greats and a fellowship at Pembroke (Oxford).

"Think I can do anything, from tying parcels downwards," he said in his queer, shy, cynical way. "Shall we say leading articles, then?" I remarked. George knew a great deal about the Navy, and preceded Mr. H. W. Wilson, author of "Ironclads in Action," our present naval expert, as our naval writer.

His leading articles were frankly bad. After two or three days he came to see me and said, "What do you think of them?" "Feeble," I replied. "I agree," he said. "Let me try something else." That something else was a report of a horse show at, I think Richmond.

* * *

It is difficult to imagine that genius could be shown in a report of a horse show, but genius was shown in that report, and I at once saw that there was a man of extraordinary power of observation with an entirely new way of recording what he had seen. After a little time in which he displayed all sorts of descriptive ability we sent him to the United States to write of Bryan's campaign for the Presidency, and I still think that George Steevens' "Land of the Dollar" is the best descriptive book on the Americans, written though it was nearly twenty years ago. Steevens' accounts of the Nile campaigns and his South African War record, cut short though it was by death from enteric in Ladysmith, should be read by everyone commencing journalism. Let it not be forgotten that these writings were only part of an immense amount of work, for his industry was only equalled by his genius of style.

He was one of a long series of *Daily Mail* "Eye-Witnesses" in Germany, and the whole effect of his work, as well as that of twenty other writers on Germany, including myself, should have been such as to arouse the nation. I remember a remark of his about the English and Germany. He said, "We no longer go to Germany as we used to. Some of us go to Hamburg, some of us to Nauheim; a few go farther afield to some of the Austrian resorts; but the old journeys to Germany typifield by Thackeray's 'Kicklebury's on the Rhine,' are no longer for English people. It is not that the Germans are ruder than they ever were. It is that what we see in Germany is its increasing efficiency, which wounds our vanity." Those who now turn back to Steevens' German work will see that it did wound our vanity.

George was a most original and down-right writer. He took a certain attitude about the Dreyfus case, which he reported for *The Daily Mail*, and it brought him almost as many abusive letters as I got last year about the Shell Campaign, and that is saying a good deal. He was not as rapid a writer as one would imagine from his style. He took immense pains over his work. Each article was a cameo, and before he wrote he had all the paragraphs up to the last one visualized in his mind. His end was as original as his work. Let me tell it in the words of a friend who was with him. Mr. W. T. Maud, the *Graphic* war correspondent in Ladysmith, wrote to Mrs. Steevens:

"They told me there was no hope, though they did everything that was possible to save him. When they had gone I returned to the sick-room, sent out the two nurses, and together we passed through the great ordeal. I said: 'The doctors think you are very ill. I will cable home; do you wish to send a message?' 'Yes, write it out and send it to me for my approval,' he replied. I wrote, 'Steevens dangerously ill.' 'Do you mean that I am dying?' he asked. 'They think it very serious,' I answered, for I was afraid. Again: 'Am I dying?' 'Yes,' Soon?' 'Soon.' He was looking straight into my eyes. He never flinched. There was no trace of fear in that brave heart. Death had no terrors for him. He dictated the message which I sent to you. After that he turned towards me, saying, 'Well, this is a sideways ending to it all—let us have a drink.' 'Right, old boy; I will open a fresh bottle of champagne.' And I did so. 'But you are not drinking,' he said. I made some excuse. This was on the day that poor George Steevens died. He rallied an hour later and then sank fast. He only recovered consciousness once, and then I heard him say, 'Ah, it's good to be home again.' He fancied himself back in England.

"He passed away quite peacefully," added Mr. Maud; "there is nothing more to tell, save that all through his illness he was so patient and he fought splendidly against it to the end."

It had been his ambition to return and join my headquarters staff and cease traveling. How often have his colleagues mourned him, and lamented the disappearance of a brain filled with exact knowledge on scores of subjects to a most amazing degree. George was small, dark, shy, very determined, of unique cast of mind, very much loved by his friends and strongly hated by his enemies.

* * *

The enterprise of which *The Daily Mail* is most proud is the organization of the Over-Seas Club, with its one hundred and thirty-six thousand members scattered in every part of the Empire, its total of sixty-eight aeroplanes collected and presented to the nation, and its fund of one hundred and twenty thousand pounds for comforts for the soldiers.

The most difficult development in the history of *The Daily Mail* was the establishment of the Continental Edition, which is produced in France every day. For many years, indeed since the Allied Occupation in 1814, the English abroad had had a daily newspaper known as *Galignani's Messenger*. *Galignani's* in the 'eighties, for some reason that I cannot fathom, began to fall on evil days. It commenced to print less and less telegraphed news from London, and more and more written correspondence, so that it did not contain very much later news than that which was to be found in the London papers, which at that time arrived in Paris between six and seven in the evening.

It was obvious that an opportunity offered itself to extend the influence of *The Daily Mail*, and so eventually, after the same sort of preparation that had taken place in the inception of the *London Daily Mail* and the *Manchester Daily Mail* and the *Northern* issue of *The Daily Mail*, we produced the edition which is printed each night in the Rue du Sentier in Paris. It had the effect, of course, of at once obliterating the sales of English newspapers from London, for from Paris, where its first edition appears at daylight and its second edition at half-past six, it radiated in peace time all over Europe.

It is remarkable that exactly the same criticisms should have been made of the *Continental Daily Mail* as were made of the *London Daily Mail*, chiefly that it would involve immense loss of money. As a matter of fact, it prospered very quickly, and in times of peace stored up a good deal of reserve, part of which, to the great content of our Allies, is invested in the French War Loan.

* * *

The Radical and Coalition journals object to the fact that *The Times* and *The Daily Mail* are the only two English newspapers that are widely read on the Continent. That is not the fault of *The Times* and *The Daily Mail*. It is open to any one of these journals to go to Paris and start an opposition if it chooses. It must have been obvious to all of them that a newspaper that arrived in many parts of Europe a whole day before the London newspapers and

contained the same news, must hold the field. *The Times* is bought on the Continent chiefly because of its remarkable service of foreign news, not because it is supposed to represent the views of the "Government"—which Heaven forbid!

Of the changes in British journalism wrought by *The Daily Mail* it is not for me to speak. They can best be gathered by comparison, at any public library, of the files of any newspaper of twenty-one years ago.

One of the chief revolutions is the recognition of the importance of woman in the world of business and literary activity. Another is in the attention given to agriculture and outdoor life. The development of intensive cultivation produced by Mr. Beach Thomas's campaign for what is known as French gardening has revolutionized *petite culture* throughout England, and especially in such districts as the Vale of Evesham. The glass *cloches* that may be seen from every railway carriage in the course of a journey were practically unknown prior to Mr. Beach Thomas's missionary work.

The eternal question of space in the newspapers presented a problem which had to be adjusted, and the space for this campaign and for many others and for the proper presentation of affairs feminine was taken from the weary columns of police court reports and inquests, dismal arrays of racing programmes, and the stereotyped, dreary reports of minor members of Parliament.

* * *

Those who rally round our standard each morning know that this newspaper is independent both of its advertisers and its readers, that it does not hesitate to express opinions that may for the moment be extreemly unpopular, that it does not in the least mind being boycotted, banned, and burned, that it has no axe to grind but that of the public good, that it is not in the least interested in any politician or party, and that it has for its one aim, at this tremendous period in our history, *the winning of the war.*

The Daily Mail is an optimist newspaper. It believes that, after far greater travail than the public is yet aware of, the victory of the Allies will be assured. But it believes also that the present system of withholding information from the nation delays the eventual triumph, that this hiding-of-the-truth renders the full output of national effort difficult to obtain; more, that it hypnotizes the people, the Parliament, and the very Government itself into a frame of mind of easy self-deception.

NORTHCLIFFE.

A.B.C. Annual Meeting

THE annual meeting of the Audit Bureau of Circulations was held at the Hotel LaSalle, Chicago, June 2nd. Of the nearly 1,200 members, a few less than 700 were represented in person or by proxy. The actual attendance was over 750, and the interest manifested greater than at any preceding convention.

Russell R. Whitman was re-elected Managing Director for another year and his salary increased from $12,000 to $15,000.

The proceedings were entirely harmonious, the only contest arising being one between publishers of dailies with Sunday or weekly issues on the one side and the rest of the delegates on the other. The Board of Directors had recommended that the dues of the dailies with Sunday, weekly, semi-weekly or tri-weekly issues be increased by charging 20% of the daily rate for the Sunday or other issue. Publishers who were affected opposed and those not affected supported the motion to adopt the Board's recommendation. On a viva voce vote those in favor of the motion had the best of it, but the roll call was demanded. This resulted in 406 votes for and 173 against the motion, and the increase in dues was adopted. A recommendation that weekly or semi-weekly newspapers not published in connection with a daily shall pay 60% of the 6-day rate and tri-weeklies 75% of the 6-day rate also carried.

The agricultural publishers had adopted a resolution petitioning the Convention for a reduction in the dues of farm papers and the petition was granted, the Convention adopting the recommendation of the directors that all magazines and periodicals including class, trade and technical and farm papers which now pay $4 a week or more, published semi-monthly or bi-weekly, shall pay 10% less than the rate heretofore charged and those published monthly 15% less than the present weekly dues.

A resolution reported by the newspaper division was adopted amending the by-laws to provide for suspension or expulsion by the directors of a publisher found guilty of wilful misstatement of his circulation.

The Convention also adopted a resolution that the Board of Directors as soon as possible adopt a rule limiting the length of time within which an expired subscription shall be considered a renewal.

A resolution submitted by the Class, Trade and Technical Division called attention to the comparatively few advertisers who are members of the Bureau and stated that as it believed Class, Trade and Technical publisher membership would be more valuable if there were more general use of the A.B.C. reports by advertisers, the Board of Directors was earnestly requested to diligently seek to establish such a condition of membership on the part of advertisers as would materially increase the number of this class of membership in the Audit Bureau of Circulations.

South Saskatchewan Press Association

THE South Saskatchewan Press Association has been formed, with T. M. Marshall, of the Weyburn *Review*, as President, and H. T. Halliwell, of the Estevan *Progress*, as Secretary.

Present were: H. T. Halliwell, Estevan *Progress*; R. G. Ashwin, Milestone *Mail*; D. Bradley, Radville *News*; A. King, Rouleau *Enterprise*; C. B. Nelson, Meyronne *Independent*; C. G. Buchanan, Weyburn *Herald*; T. M. Marshall, and C. A. Cooke, Weyburn *Review*.

Agency Items

Anson McKim, president of A. McKim, Limited, Montreal, the dean of Canadian advertising agents, has been touring Western Canada and looking into business conditions in the larger cities of the prairie provinces. He was favorably impressed with what he saw, and predicts great development in that part of the Dominion after the war.

The Callopy-Holland Advertising Company, Ltd., Vancouver, has been formed as a re-incorporation of the old Callopy Advertising Company, Ltd.

This agency dates back to 1900. In 1905 the business was reorganized as the Noble Advertising Agency, Ltd., and in 1909 was amalgamated with the Callopy Advertising Company, Ltd., under the latter name. Recently R. W. Holland was admitted as a vice-president and director, and the name was changed to the Callopy-Holland Advertising Company, including the two older agencies and the Mainland Presses, a printing plant.

Newsboys' Band

THE *Edmonton Journal's* Newsboys' Band will accompany The Edmonton Shriners to the Shriners' Convention at Buffalo this month, and at which many newspaper men will be present. This Band is believed to be the only one of its kind in Canada, and is a very excellent musical organization.

The Edmonton Journal Newsboys' Band held its first rehearsal in May, 1914. Previous to this time not one of the boys knew a note of music nor had played upon any instrument. The active band numbers fifty-two pieces (ten of them being unavoidably absent when the accompanying photograph was taken) and there is a learners' class in continual training to fill all vacancies. Every boy in the band is either a carrier or hustler for the *Journal*. The majority of these boys were not specially interested in the Boys' Department of the "Y" nor in the Boy Scouts, but the band appealed to them very strongly and there has been no lagging in practice. A position in the band is so highly prized that no dismissals for misconduct have been necessary. The *Journal* Newsboys' Band has been active in the recruiting and preliminary training of each of Edmonton's nine overseas battalions and has rendered valuable service for the Red Cross and other patriotic societies.

The New C. P. A. President

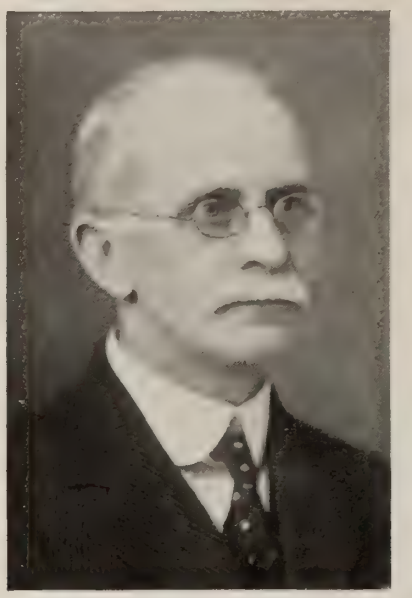
J. G. ELLIOTT, president and managing editor of the Kingston *British Whig*, is the new president of the Canadian Press Association.

Mr. Elliott was born at Port Hope. When 14 years of age he went to Peterborough to learn to be a printer in *The Review* office, an elder brother being employed in that office.

On November 7th, 1878, he entered the *British Whig* office, Kingston, as reporter. He advanced so rapidly that at 30 years of age he was managing editor, a position which he still retains. It is said that when he was a reporter an Ottawa paper gave him credit for being "the best paragrapher in Canada."

In 1911, when the British Whig Publishing Company was formed, following the lamented death of the proprietor, E. J. B. Pense, Mr. Elliott was made president—the third head of the paper since its establishment in 1834 as a weekly, and 1849 as a daily. *The Whig* was the first continuous daily in Ontario.

Like many other intelligent newspaper men, Mr. Elliott is an all-round citizen. As change of occupation he enjoys educational work and has been on the Kingston Board of Education for 21 years, filling all the offices in the gift of the Board. He was elected President of the Trustees' Department of the Ontario Educational Association and is still a member of it. He is a forceful speaker and made a series of addresses before that body on "Citizen Making, The Mission of the School," which were highly regarded. He is now Chairman of the Publicity Committee of the Board of Trade, Kingston, and Honorary Secretary-Treasurer of the Kingston Health Association, which conducts the Sir Oliver Mowat Tuberculosis Hospital and is interested in all public movements for the advancement of Kingston.



J. G. ELLIOTT.

Newly-elected President of the Canadian Press Association. Entering the office of the Kingston *British Whig* as a reporter in 1878, he is now, and has been for 30 years Managing Editor of that paper. He is also President of the *British Whig* Publishing Company.

Of course, to be editor of *The Whig* all these years he must be a staunch Liberal and is true to his profession.



Edmonton *Journal's* Newsboys' Band—See accompanying article. To the reader's right of the bass drummer is Capt. John Michaels, who, as leader of the newsboys, organized the band and has been indefatigable in building it up to its present efficiency. The civilian in the photograph is R. R. Leitch, circulation manager of the *Journal*. As a somewhat interesting weather observation it might be stated that this photograph was taken by natural light at 7.30 p.m. on the 8th of May.

Sell Publishers' White Space in July and August

Changing the Lean Months to Fat Ones - Those From Whom Money Can Be Extracted—Suggestion Upon Suggestion—Getting the National Advertiser into Line

By JOHN C. KIRKWOOD

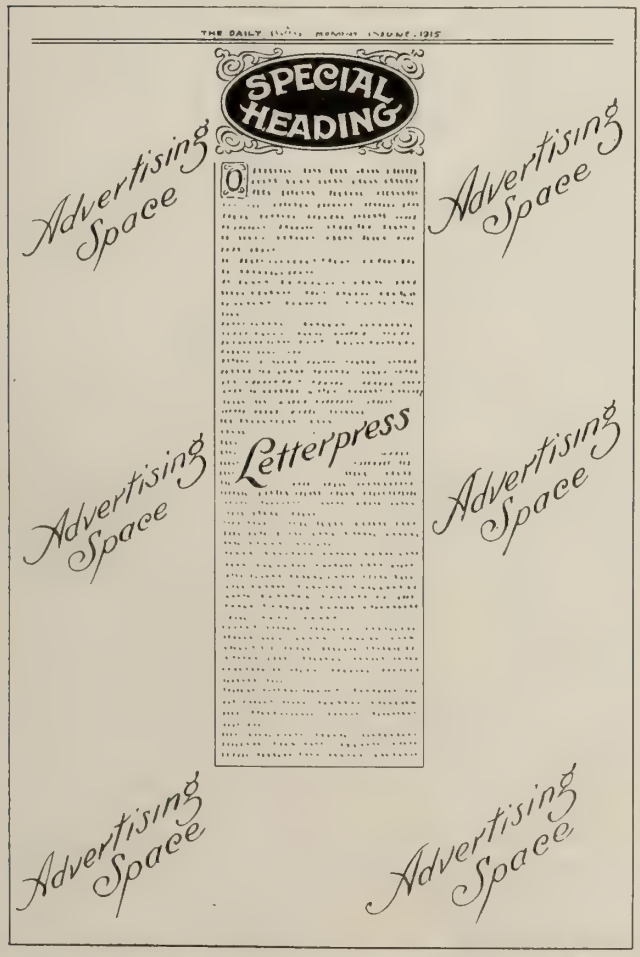
JULY and August are months which the advertising manager does not regard with any marked degree of enthusiasm, for they are supposed to be the leanest months of all the year. July is already with us, and August is very near. What can the poor advertising manager do right now to keep up the volume of advertising in his newspaper during these months of business stagnation?

He has two—perhaps three—classes of prospects to go after: (1) Those who are using space regularly; (2) irregular or seldom-or-never advertisers; and (3) "foreign" or general or national advertisers.

WHOM TO SOLICIT

The man most easily persuaded to take extra space is the present or regular advertiser. He is already "sold" on the idea of advertising, and the aim should be to induce him to enlarge his regular space. Get half-a-dozen or a dozen or score of present advertisers to double their space for the summer months, and the problem of summer advertising is solved.

Retailers, except perhaps those selling fruit and vegetables, may experience slack business unless they double their efforts to keep up sales. While it is true that many families go away for a portion or all of the summer, it is also true that visitors to a town or city usually keep up the local population to its ordinary level. So you have this compensating circumstance.



Dummy of special feature advertising page—letterpress in centre columns, display and surrounding space carrying advertising. See accompanying articles for definite suggestions for pages of this type.



This is a reduction of special heading for a feature of the nature of that illustrated elsewhere on this page. Electros to go across two or three columns can be obtained from *Printer and Publisher* at a cost of $2.00 and $1.50 respectively.

THE LOCAL DRY GOODS MAN, FOR EXAMPLE

Doubled selling efforts usually means the provision of special inducements or the creation and stimulation of special desires. What can the dry goods man do, for example? He must sell light stuff—low-priced goods, and he must endow these with interest: things for immediate use very probably; such things as neckwear, gloves, shirt waists, hosiery, light dress fabrics, summer underwear. But beyond these things there is the unsold overstock—merchandise not likely ever to bring first prices, and which must be sold soon or late at a reduction more or less great.

July and August are the best fall months to clear out this overstock. Every month's delay merely makes matters worse. The "cut" in price that the dealer would be willing to make six or more months hence, let him make now. The first loss is the least; and in July and August the clearing out of overstock at bargain prices constitutes a good advertisement.

HOW TO "GET HIM COMING"

Let the advertising manager drop in on his local dry goods dealers, and talk to them along the lines indicated above. Put it up to the dealer that he should do extraordinary things to maintain his turnover; that a turnover even at a very small profit during July and August is far better than stagnant business. "There is only one disease—congestion; and only one cure—circulation"—so someone has said; and this affirmation applies to business as well as to our bodies. Let stocks circulate or turnover, and congestion and its train of evils will be headed off.

The dry goods man can write to his wholesale supply houses, and ask them if they have anything to offer him, at a low price, which can be made a magnet for bargain-loving customers.

SOME SUMMER MERCHANDISE

Raincoats and umbrellas can be sold in the summer. Rugs and other floor-coverings, and house furnishings can be sold in August. This has been abundantly proved by the department stores.

Hats and trimmed millinery should be cleared out—at a great sacrifice, if need be.

THE ADVERTISING MANAGER A STAR SALESMAN

The advertising manager of a daily or weekly newspaper must "sell" his faith and enthusiasm to the local dry goods man—perhaps must work with him in the devising and preparation of special sales. As a star salesman, the advertising manager must give vision to, and set on fire the retailers of his community, and if he can do this, it will follow surely that the getting of the retailer to take extra space to announce his special offerings will be almost child's play.

Get this: if the advertising manager of the newspaper has no beliefs that fire his blood, and give him a glow of enthusiasm, he cannot hope to work up heat in another, or to communicate an equal ardor.

The case of the dry goods man has been taken by way of example, and because his business is one of the hardest to stimulate during the summer months. The grocer, the shoe dealer, the hardware man, the baker, the confectioner, the druggist—all these can maintain summer business with less effort than the dry goods man.

Let the advertising manager study the business of each class of retailer with the object of discovering seasonable—and even unseasonable—lines, and then let him exert himself, to the sweating point, if need be, to induce these retailers to make special sales.

Just a word here: let special sales be for a stated period, and no longer—this to induce immediate action. And not every line need be offered at one and the same time. Better to have a succession of special sales, carried over July and August, than the common kind of clearance sale which runs on without excitement and without temptation for several weeks.

Here's a point: Every man and woman in need of apparel, footwear, house-furnishings, tools, furniture, lighting fixtures, and supplies of various sorts usually is conscious for weeks, probably months, of his or her need; and if there be sufficient inducement offered, these foresighted individuals can be made pre-season buyers. Also, many are deliberately waiting for the desired commodity to be offered at a special sale before they buy. They join thrift to bargain-love.

MAN IS GREATER THAN HIS ENVIRONMENT

Eaton's or Simpson's in Toronto, keep up business all through the summer—by selling hard every single day. Toronto sends its "best families" and second and third-best families to Muskoka and elsewhere by the thousands; yet these big department stores keep the wheels of business spinning by planning ahead—and with the good help of plenteous publicity.

What man has done, man can do, though he live far from Toronto, and in a place of only modest size. Put old Timothy Eaton, or John Wanamaker in the smallest, dullest town and store on this Continent, during the months of July and August, and you know that the turnover of stock would be rapid and profitable—just because of these kings of retailing. The point is: it isn't July or August, or a village, or town, or small city that halts summer business, but the man at the top.

As an efficient, alert, aggressive and must-make-good-all-the-time advertising manager, it is up to you to galvanize some of the slow-pokes of your town or city into animated salesmen.

SOME OLD AND FRESH IDEAS

There's the institution of Dollar Day or Dollar Week. This sales-forcing expedient is used in August in many Canadian towns and cities.

Special plans are: The Children's Week—a week of stuff they are willing to part with for money, or exchange. selling at special prices such things as children from a day old to Miss Sweet Sixteen require; a Thrift Week; Preparedness Week—buying in advance the things one may want in autumn; Indulgence Week—a week when all are encouraged to buy something of the nature of an indulgence—jewelry; fine china; a leather bag; a rug; a pair of curtains; an electric iron, and so on.

In communities where there is electric current, a "Do It Electrically" Week or page can be developed.

July and August offer a chance to inaugurate a Travelers and Holiday-Makers Week—for emphasizing the needs and wants of vacationists — trunks, tents, sports clothing, cameras, films, fishing tackle, toilet sundries, summer footwear, parasols, books, and much else. Why not a Visitors' Week when souvenirs, and good substantial merchandise can be featured?

Ice Cream Week is an idea that can be turned into money. Pleasure Week is another idea—the "Movies"; motor trips; excursions by boats; private or family picnics; little outings, and so on.

Really, the advertising manager can find far more ideas to take to his local firms than he is likely to have time for.

GOING AFTER GENERAL ADVERTISING

The Nation's general advertisers can be "milked" by the aggressive advertising manager. Just here let it be said that in going after special advertising of a topical character, to be assembled on one page, a dummy ought to be prepared. This puts the whole proposal into the mind, through the avenue of the eye, almost at a glance.

Summer Comforts is a suggestion for a special feature page. On this page national advertisers can be solicited to advertise their grape juice, lime juice, health salts, electric fans, hammocks, washing machines, corn-flakes, underwear, hose, gloves, ice cream, fly paper, and everything else made by them, designed to make summer more tolerable or easeful or agreeable. (See illustration of special heading on page 28.)

The Great Outdoors is a theme for another page: hammocks, a phonograph for the summer porch or cottage, canoes, motor boats, anglers' requirements; talcum powder; garden swings, lawn hose, lawn games, excursions by rail and boat; resorts; tents; golf; motoring; cycling—these suggest the advertisers to go after.

A "MYSTERY" SALE

A bookseller, stationer and fancy goods dealer with a heavy accumulation of dead stock, whose original selling prices could never be secured, put much of this "junk" into "mystery" parcels, marked to sell for 25c. These parcels contained merchandise worth at one time as much as $1.50 or more—even up to $10.00. (In these $10.00 parcels were put expensive, yet unsalable, ping pong sets). These mystery parcels were put in his window, and 200 of them went off like hot cakes; buyers bought three, four, six, eight of them. Before the sale ended 800 such parcels were disposed of. Dead stock was turned into cash; the "congestion" was corrected by "circulation," the sale was a fine advertisement; every buyer obtained excellent value; and the dealer found himself with a clean stock, a new heart for his business, and a great believer in the idea of "starting something."

Advertising manager, can't you develop a huge Rummage Sale in your community? Make it a "Mystery Sale," if you wish.

Here's another idea: Develop a Second-Hand Sale; get all those with surplus possessions—farmers, and town-dwellers—to announce in your paper what second-hand

* * *

July and August do not look so hopeless, after all.

Pioneer Days in Western Printing and Publishing

The First Half-tones and Line Cuts—The First Woman Editor—First Electrotype—The First Type-setting Machine—The First Attempts to Print on Cotton and Wood—First Home Magazine

By HARRY C. STOVEL

I REMEMBER pretty well the baby show at Fraser's Grove, near Winnipeg, at which Jim Hooper and myself were judges. We did not know as much about kids at that time as since, but we came off without getting scratched. Jim, of course, did the judging; I was looker-on.

I remember the race for the getting out of the first half-tone or line cut in Winnipeg. I had lined the business up, but did not get ready as quickly as hoped for. Delays arose; and others were after the same business. However, we managed to pull out a trifle ahead. Such line of work has certainly grown since then. Wm. Meek of Windsor, and J. Walter Stovel (the latter still on the job at Winnipeg) could tell something about this that would interest your readers. They were employed by me at the time in different ways, and were just as interested in the execution as myself.

THE WEST'S FIRST WOMAN EDITOR

I remember securing the first woman editor for Winnipeg,—as far as I know she was the first. It was Miss Emma Bill Buchan. She was sister to Major Buchan, and also to Dr. Buchan, both of Toronto. Miss Buchan's family was well known in the early days, living at what was then Yorkville. She is living, I understand, but where I cannot say. Like most reasonable ladies, she has changed her name through marriage, and I believe it is now Reesor. She took hold of the work for me in connection with *The Mirror*, but it was a little bit early for such an innovation. She was a capable writer.



J. WALTER STOVEL,
Who was one of the first half-tone engravers at Winnipeg, and the first electrotyper in the ordinary way and also for wax process plates.

I remember well starting electrotyping, and schooling one in the business,—rather having one schooled. To Minneapolis he was sent, and so on. It cost altogether quite a nice penny to get it going rightly, and many were the expressions of doubt as to its being a success; but it came through. It was a delight to me when the first electro was turned out; it was a "big" thing in those days.

I remember also paying dearly for the establishment of a repair shop in connection with the supply house. Wm. Meek, a good pressman in his day, and machinist as well, was in charge. He is now superintendent, or was the last time I saw him, of the *Record* office at Windsor, Ont. For years he was in charge of the mechanical department of the Kingston *Whig*. It cost some money to keep him going, but he was willing and ready to push all he could. He set up machines for me, and so on.

I remember what strenuous times those were in the endeavor to keep the wages from getting behind. It was scheming from Monday to Saturday noon, right up to after the hands had quit for the noon and were waiting for their envelope. It was not easy in those days to get accommodation from the banks, and mighty glad was I when the last hand went out satisfied for the time being. There was respite over Sunday (blessed day of resuscitation it was). Often went home penniless; wife would feel it, but "was it right?" If so, go ahead—even though personal debt to church had to be staved off.

WHEN ELECTROS WERE BEING INTRODUCED

I remember sometime after we had managed to get the cut work past the experimental stage, going to the Hudson Bay Company and agreeing to give them three cuts, from drawing—one original and two electros thereof—so that they would have one for each of the papers, and this at 50c a piece; the idea being that if they were once in the game they would not go out, and other work would follow. The offer was turned down by the management, though the man in charge of the advertising thought it a good thing. They handle things quite differently nowadays. What a genuine "picnic" it would have been in those days to have the order now given out by Eatons.

THE WEST'S FIRST TYPESETTING MACHINE

I remember getting in the first typesetting machine in the West. It was a Rogers' Typograph, and a dollar per day, Sunday and week days, run or no run, was the assessment. The machines could not be bought, the ownership remained with the Evans Co. It was an innovation, and was sort of laughed at. W. F. Luxton, who was the "cheese" in those days as to what was feasible, shook his head, in doubt. I had, however, been at Detroit, and had seen the American cold slug machines at work successfully, and decided that, if they could be worked, the Rogers could to good advantage. It was all right and did efficient work for its time, but the alignment was not what a practised printer's eye liked About the more recent machines, S. Frank McMurray, of the Canadian Linotype Company, could tell some good stories; and H. M. Hunt, of Miller & Richard, Winnipeg, could also give some excellent stuff.

I remember after a little, Mr. Luxton consented to run some miscellany that I could furnish, and thus overcome his using American plate, but the Union stepped in and threatened trouble, and, although he expressed himself sat-

isfied with the machine stuff, rather than upset his office, we pulled apart.

I remember Josh Johnston, who had been running a type foundry business at Toronto, launching out to great lengths and getting the Mardens of the States interested in his business, with result that they became stockholders in his concern. This rather knocked the agency for MacKellar's on the head, for the linking of the Mardens with Johnston carried the agency for Canada of the new combine —the American Type Foundry. It compelled Johnston to approach me, with result that to Toronto I went for interview with him and the Senior Massey, who was a stockholder. The latter's plausible way of putting things had the desired effect. In a weak moment I was led to fall in. With result that Johnston's Company took over my business, upon certain conditions. All did not work well, but, as Mr. Massey died sometime later on, I was helpless; then new management made it interesting for me, and Johnston felt it as well.

THE GOOD OLD DAYS

I remember later on a change of management in the supply house at Winnipeg, and the dandy times the boys had. Excursions were quite in order, and good times generally were had. It was nothing for the expenses of a fellow to be met while he was in the city, and there was generally more than actual living expenses. It lasted for a time, and then there was a retreat all along the line, the parties who were going to build up a business in no time, taking to the woods. When all this was noticed, I many a time thought of Josh's last word to me, when bidding him good-bye after closing the amalgamation. We had been discussing the securing of business, and your humble servant had remarked that good honest business could be obtained. His reply was: "Honest or not honest, we want business."

I remember quite well, I do, the fight Johnston and I had over the Rogers Typograph, which I had at the time of the amalgamation. He held that it was detrimental to them as type makers to have such a machine, and they would not take it over. It was, however, pretty essential to the issuing of ready prints so it was used, my paying the rental out of my own pocket. This was notwithstanding that this body type was little better than that of the Dominion. Finally the typograph was abandoned. Next was the fight with him over the ready prints, which he wished to take to Toronto where he had embarked in the same line—really at my suggestion. Later there was the linking up of his concern with the American Press Association, so that the latter was really cut out of business in Canada. And the understanding with the Central Press Agency followed; so that it was thought by the Johnston concern that they had things their own way. Prices of ready prints found advance and quack ads. were numerous.

I remember later on *The Voice* at Winnipeg got in a Thorne machine. They supplied composition for ready prints, and there was no howl about its cutting—or preventing regular comps getting work. By that day every one had advanced somewhat along the belief that the machines were in for good.

PRINTING ON WOOD AND COTTON.

I remember the effort to do the printing of cotton bags in the West, and also the printing on wooden box sides and ends. The press for the latter was a No. 3 Gordon set back so that there was room for the board between the fixed and movable parts. Then, for it, and the printing of bags, electro letters and lines and ornaments were made, and, as often as made, a knot in the spruce boards, or hard lump on the coarse bags, would be encountered, with result that the plate was damaged and another had to be made. It was, of course, more work for the electro department, but, as the same management furnished the machines and plates, there was very often "no charge for the plate," as the kick was so strong from the parties purchasing the press. It was a relief when regular board printing press and type were delivered and set a-going. When one remembers all that was undergone in this respect, and considers the number of machines used for this class of work in Winnipeg at this date, it is marvellous. The putting in of the above No. 3 Gordon for printing on wood was the foundation of what is now one of the largest box concerns in the West.

THE WEST'S FIRST HOME MAGAZINE

I remember having to do with the first home journal established in the West. Was deputed to go East in the hope of interesting advertisers. To make use of it, one of the leading advertising agencies was approached and "the laugh," it may be said, was given me. My reception was so severe that I was buoyed to keener interest and informed the manager of the advertising concern that he would have to recognize the publication if he desired to reach the homes of the West. This he did later on, and I had the satisfaction of having him laugh with me over the former reception.

Copper Coins in the West

AT the annual meeting of the Canadian Credit Men's Trust Association Limited, which was held on May 25th last, a letter was read from the Winnipeg Board of Trade relative to the use of copper coins and the members present enthusiastically endorsed the use of copper coins in Winnipeg. It was felt that if the newspapers would institute the practice of selling their papers on the streets for one cent the same as they did in the Eastern cities, it would further the movement for the use of copper coins and likewise materially increase the circulation of the newspapers.

A Mammoth Number

Canadian Machinery and Manufacturing News, one of The MacLean Publishing Company's business papers, produced a mammoth Export and Trade Expansion Number on May 25. It contained 302 pages.

Its contents are a very valuable contribution to the thought and activities designed to advance Canada's Export trade. Some of the notable special articles are: "Data Relative to Foreign Trade, Commerce and Transport"; "Shipping Facilities at Canada's Principal Ocean Ports"; "Icebreaker Launch Marks St. Lawrence Navigation Epoch." Two contributions dealt with specific industries—The Nova Scotia Steel and Coal Co., and The Eastern Car Co., written by The Editor from first hand information gathered during a visit to New Glasgow, Sydney Mines and Newfoundland. The issue is lavishly illustrated. Advertising in great quantity was carried. A special foreign distribution was given this Export and Expansion Number. As an achievement in publishing, and for its downright intrinsic value this issue is deserving of the notice which PRINTER AND PUBLISHER gives it.

A Newspaper Week

In discussing a proposed change of date of the annual meeting of the Canadian Press Association from June to April, John Ross Robertson suggested that a newspaper week should be instituted, so that all newspapermen would have a chance of attending the different meetings. This proposal was adopted by the Daily Section.

Split Developing in Canadian Press Association

Daily Men May Pull Out—Probable Formation of a Canadian Newspaper Publishers' Association—Department Store Advertising a Factor -- Advertising Agencies Concerned

THERE will be a 59th Annual Meeting of the Canadian Press Association, as at present constituted; and there may be a 60th; but it is pretty certain that there will not be a 61st. The Daily men—in particular, the publishers of metropolitan dailies—will either pull out from the C. P.A., or else will own it. If they pull out, it will be to form an association patterned after the model of the A.N.P.A. If they remain in the C.P.A. it will almost certainly mean that the weekly publishers and the publishers of Trade and Class newspapers will be eliminated—by their own will and act, or otherwise; and if they secede or are voted out of the C.P.A.—well, it is a matter for speculation.

* * *

What of the publishers of small city dailies? Will they cling to their big brothers; or will they cast their lot in with the weekly and trade class men? The right answer does not suggest itself.

* * *

The publishers of metropolitan dailies carrying much department store advertising are more or less under the domination of the department stores whose business they carry—though, of course, none are likely to admit it. Stewart Lyon, in his thought-provoking address (published elsewhere in this issue of PRINTER AND PUBLISHER) touches on this point. So, by inference, if not actually, did Edward Beck, editor of the Winnipeg *Telegram*, in his address on Editorial Night at the recent annual meeting of the C.P.A.

* * *

Since small city dailies and country weeklies do not, often because they may not, carry the mail-order advertising of the great department stores, it is clear that the department stores desire to see the widest and largest possible circulation built up for the metropolitan dailies which carry their advertising.

* * *

The penetration and enlargement of the distribution of metropolitan dailies into the territories which are the natural fields of the small city daily and the country weekly menace the interests of the local medium. And so it is by no means certain that the small city dailies will join in with their big brothers to form a Canadian Newspaper Publishers Association. They may find a better alliance with their little brothers—yet not always smaller or humbler—the country weeklies.

* * *

When the Daily men have an Association of their own—either the C.P.A. or a C.N.P.A.—they will have a financial problem which will hit them sorely. It costs $10,000 a year to operate the C.P.A. as at present constituted and run. It is not likely to cost less than this sum to run a C.N.P.A. It costs the largest metropolitan dailies $120 a year now to have affiliation with the C.P.A.; but when the weekly and trade and class, and possibly the small city daily groups, are non-contributors to needed funds, the individual costs to the big city daily men will go up four, five or six times—and there's the rub!

* * *

The C.P.A. is introducing and fostering the idea of a promotion department; and is likely to encourage the placing of advertisers' business "direct"; and to rely on publishers' "coughing up" a percentage of the customary agency commission which is thus saved, to supply needed money. This looks fine, but——!

* * *

Are the agencies likely to be lamblike under such a challenging and menacing of their interests? PRINTER AND PUBLISHER trows not, and foresees a merry war between the agencies and the C.P.A. and the publishers who compose the C.P.A. In a trial of strength, both sides are likely to suffer losses; and the din and field of battle may even cross over the border into Uncle Sam's land, for there are several advertising agencies over there who give business to Canadian publishers; and conceivably they may sympathize with their brethren in Canada.

* * *

One wonders if the C.P.A. looked before it leaped when deciding to enter the lists in a trial of strength with its "official solicitors," the agencies.

* * *

PRINTER AND PUBLISHER is not opposed to the idea of a C.N.P.A. made up of daily newspaper men; nor is it against the idea of their establishing a promotion department to advance their own interests. This is all legitimate—indeed, wise and proper. At the same time, PRINTER AND PUBLISHER contemplates present tendencies and currents of thought with uneasiness; and it regards with disfavor any movement or policy which threatens the existence of the Canadian Press Association.

* * *

These comments are provided as a stimulant to reflection; and to point out to PRINTER AND PUBLISHER'S publisher readers, members and non-members of the C.P.A., how things lie. Important principles and issues are involved, and there is great need for the qualities of statesmanship to be exercised in the present administration of the affairs of the Canadian Press Association.

Railroads Must Advertise

RULES to govern operation of the Clayton Anti-Trust Act provision, prohibiting a common carrier from purchasing supplies from any corporation in which its officers are financially interested, except after advertising for bids, were explained to the railroads in a hearing before the Interstate Commerce Commission of the United States. The provision is effective October 15.

The commission described details to be specified in advertisements and ordered that publication must be in two newspapers of general circulation, one in Chicago and one in the city where the carrier's chief office is located and if practicable in other newspapers, including a trade Paper.—*The Financial Post of Canada.*

June 13, 1916.

I RECEIVE real inspiration and new ideas from PRINTER AND PUBLISHER.

E. I. PAYSON,
Business Manager,
The Berlin *News-Record.*

Canadian Publishers' Doings

FROM the following notes on what Canadian publishers, East and West, are doing, some other publishers may catch an inspiration—one that will pay cash dividends.

The Lindsay *Daily Warder* published portraits of officers in Victoria and Haliburton Counties in its issue of May 25, the occasion being the presentation of colors to the 109th Battalion by Lady Eaton, of Toronto.

The Sarnia *Canadian* featured the local battalion, Lambtons, 149th, in its issue of May 26. Portraits were freely used.



Clever introductory page of a 4-page supplement of the Winnipeg Free Press issued in connection with a convention of Western retailers in that city last month.

The Brantford *Courier* had a page of advertising under the caption, "Use the Telephone."

The *Evening Journal*, St. Catharines, reprinted from its files the account of the Battle of Ridgeway of fifty years ago. A "special" was issued on Sunday, 6 a.m., June 3, 1866. E. Parrell was the *Journal's* owner then.

The Quebec *Telegraph* is running a feature page entitled "Quebec's Prosperity Page"—an aggregation of small card spaces, surrounding letter-press.

The Tweed *News*, of June 8, carried an exceptionally large volume of motor advertising; indeed, advertising of all sorts.

The Brockville *Times* ran a page of composite advertising, under the heading "To-morrow—Straw Hat Day."

The Stratford *Beacon* had a page of letter-press of miscellaneous character and scattered over it in "island" positions, twelve small-sized advertisements, every one of which advertised ice cream and some local dealer in it.

The Chatham *Daily News* produced a Daughters of the Empire Edition on June 3, the King's Birthday. The issue consisted of 28 pages, and was made highy interesting by reason of its numerous portrait illustrations and special literary matter, which pertained for the most part to local organizations and interests.

The Berlin *News-Record* carried a "Bride's" page and a Home Builder and Furnisher page in its issue of June 17. E. J. Payson, business manager, acknowledges his indebtedness to PRINTER AND PUBLISHER for many inspirations.

The Moose Jaw *Times* ran a "June Weddings" page—very attractively handled.

The Vancouver *Province* is cashing in on the idea indicated in this heading, "Many Well-known Firms are on Hastings Street."

The Edmonton *Journal's* Baby Contest yielded two pages of special advertising in connection with the announcement of the results.

The *Camrose Canadian*, Alberta, produced a patriotic edition on June 1. Camrose is not a big place, under 2,000, and so the enterprise of its publishers is the more creditable.

Vacation Time is the heading of a feature page in the Winnipeg *Free Press*. The page contains plenteous advertising.

The Winnipeg *Free Press* scored a triumph on the occasion of the Convention of Retailers held in that city last month, by having a complete report of the Convention, from the opening address to an hour or so before its close. About half an hour before the Convention closed *Free Press* newsboys broke into the meeting and presented all present with



An idea of the Moose Jaw *Times* and one that can be appropriated by other newspapers. Dailies and weeklies should be able to get good and regular business on this idea.

a complimentary copy of the newspaper. Spontaneously three cheers were given for the *Free Press*. Three thousand copies of this special issue were mailed to Western retailers unable to attend the Convention. This is real "service to the advertiser"—and incidentally good for the *Free Press*. Charles E. Coling, the advertising manager, is to be complimented on an achievement born of his brain and energy.

BE YE not a hearer only, but a doer of good things. Curl up the corners of your mouth and keep 'em up. By and by you will feel like keeping them up. Action and reaction are equal—act a smile from the outside, and it will react from within you.

New Thought

St. Peter's Church
Sherbrooke, Que.

ANNUAL
STATEMENTS
EASTER, 1916



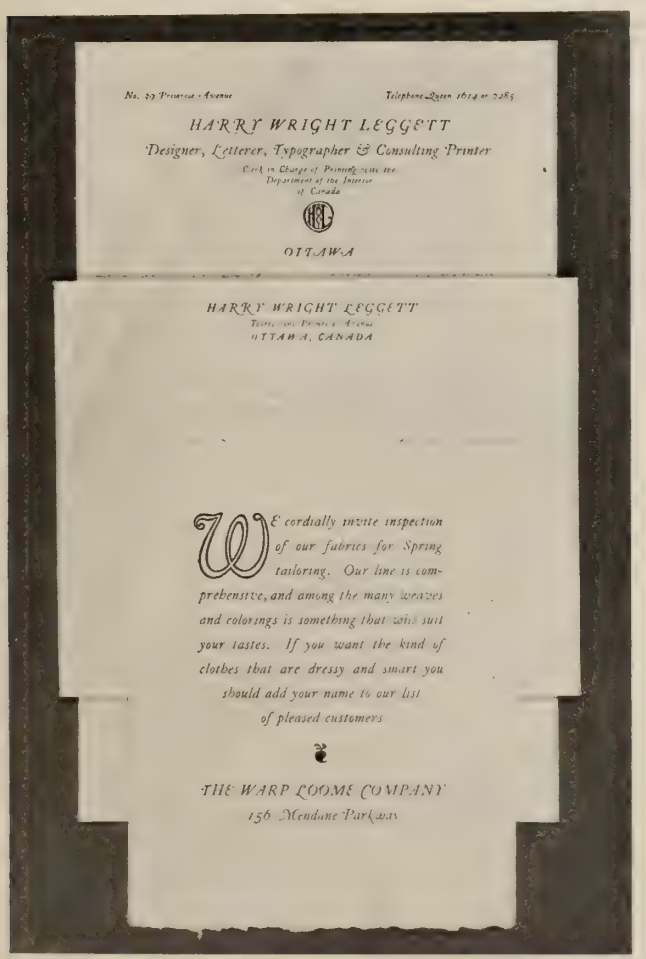
(See original on another page.) (Note more appropriate decoration and spacing in text lines.)

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

IT is some time since we have had the pleasure of viewing the work of that art printer of Ottawa, HARRY W. LEGGETT. The package we have lately received certainly shows this printer's ability more than ever in the designing of dignified and artistic printing. No bold type or heavy decoration finds a place in his work, but rather the Caslon, and original old style italic with the free swing to many letters. Numerous specimens show evidence of his ability at hand lettering, and the careful selection and breaking up of color adds greatly to the completion of a beautiful piece of printing.

Study the few specimens of this printer's work here reproduced, note the generous margins, the careful spacing around the initials, and the dainty ornaments. Then you will surely agree with us that it is worthy of respect.



An illustration of refined typography, the work of Harry W. Leggett, Ottawa.

R. A. JARVIS, Newcastle, N.B.—Your work shows great improvement over previous specimens sent in, through the fact that you have eliminated unnecessary underlining of type. On your cover page for St. James' Church you have spaced the Old English lines too wide, and the front and bottom margins should have been a trifle more than the back and top, in fact we believe you have allowed too generous a margin on this page all around. One of your letterheads and two tickets are reproduced.



Fine designing and press work are features of this highly attractive calendar of the Reid Press, Hamilton. Its trade-mark design in the circle was in deep red against a gray ground. The general background was buff color, and the printing and design thereon a greeny-brown.

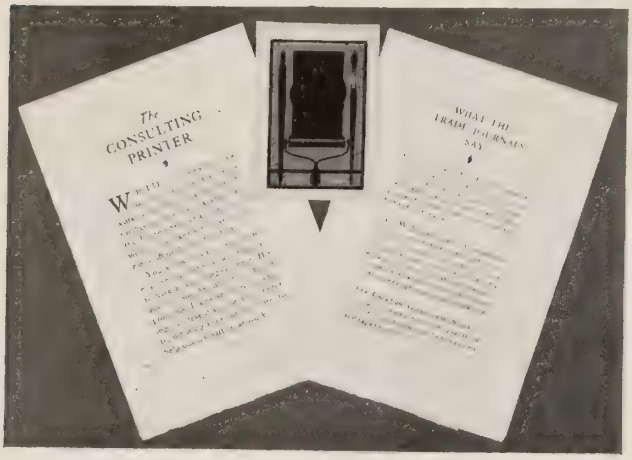
THOMAS WADE, Sherbrooke, Que.—You have a tendency to spread your designs on the page, and to overspace text type. The latter is a defect in composition that often comes to our notice in the work of compositors. This letter requires less spacing than the Roman letters to give that cloister effect, and should never be letter-spaced. A study of books on letters by different authoritative writers tell us the space between text letters should be equal to the width of the letter element. We are sure that a comparison between wide and close spacing will convince one of the correctness of this statement.

When you have but a small amount of matter for a cover page, much better results will be obtained by making

but one group, and placing it a trifle below the centre of the space.

Note the resetting of one of your designs, suggesting a more simple arrangement.

ESTEVAN PROGRESS, Sask.—The publisher of this paper uses a reproduction of his paper heading on a business card, which we think is very good advertising. The appearance of the card would have been improved had the design been printed higher up and the underlines omitted. As we look at it now the design as a whole appears to be below the centre of the card where, to be correct balance, it should appear a trifle above.

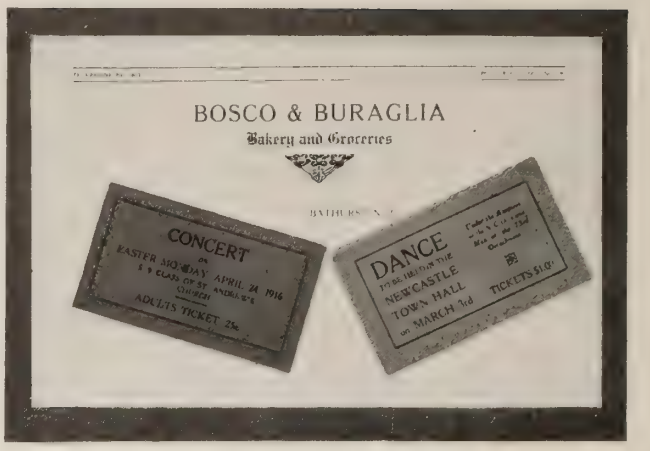


The work of Harry W. Leggett. Note the pleasing tone of two pages of a folder. The artistic stamp was printed in four colors.

The letter head of this paper is very neat and refined, being set entirely in plate gothic.

THE ADVOCATE, Red Deer, Alta., have circulated a blotter with some forceful arguments in favor of newspaper advertising. They are short paragraphs, but everyone carries a message that is sure to cause the merchant who reads it to sit up and take notice.

We would suggest the use of orange instead of dull red. It would give more life; and italic for emphasizing in the body matter would pre-



Designs by R. W. Jarvis, Newcastle, N.B.

A well-balanced letter-head and two simple treatments of tickets obtained by the use of but two type faces. Notice the harmony of ornament and type line above it on the letter-head.

serve the even tone of the lower case type considerably.

From PORTER & SON, Oshawa, we have received several specimens of printing, which have been printed in dark blue and blue-grey tint on a blue tint stock, giving a very pleasing harmony. The designs are somewhat over-decorated, but the type selection, and grouping, show good judgment. Decoration should not be used to such an extent that it is hard to read the type message at a glance. Here we might add, that the fewer groups that appear on a page the easier it is for the eye to grasp it, as the concentration is on the one spot.

June 14, 1916.

LET me congratulate you on the excellence of your Journal. I not only read it, ads and all, from cover to cover, but I am keeping it on file.

O. D. AUSTIN,
Advertising Manager,
The Medicine Hat *News*.

St. Peter's Church
Sherbrooke, Que.

Annual Statements
Easter, 1916

See reset design in insert for a more appropriate setting.

THE SCOTT FISH AND GAME CLUB



County of Rimouski
Province of Quebec

See suggestion for more simple arrangement in the insert.

Annual Church Service

AT SIMCOE ST. METHODIST CHURCH AT THREE-THIRTY O'CLOCK
Sunday Afternoon, April the Thirtieth
NINETEEN HUNDRED AND SIXTEEN

Independent Order of Oddfellows

1819 1916

CORINTHIAN LODGE NO. 61
PHOENIX LODGE NO. 22
ONTARIO ENCAMPMENT NO. 11
REBEKAH LODGE NO. 3

Commemorating the Ninety-seventh Anniversary of the Founding of the Order

See reset design in insert for more simple style.

Canadian Press Association Holds 58th Annual

A Year of Progress—Australian Visitors—The Excursion to Port Arthur and Fort William — J. G. Elliott is President

ON Thursday and Friday, June 1 and 2, in Toronto, was held the 58th annual meeting of the Canadian Press Association. The attendance from all over Canada was good, Western publishers in particular being well represented. The sessions were marked by deep earnestness of spirit—an indication of the intensity of the devotion of Canadian publishers, editors and business, circulation, and advertising managers to matters pertaining to their bread and butter, their goals and ideals, and the general welfare of the publishing business. A pleasing circumstance was the presence and participation of several Australian and New Zealand newspaper men.

As last year, a woman member was present—Mrs. W. J. Rowe, whose husband, Capt. Rowe, publisher and editor of the *Western Canadian*, Manitou, Man., has responded to the King's and Kitchener's call for men to fight the Empire's cause.

The sessions were held in Toronto's new Central Technical School, where the arrangements for gatherings of the convention type are excellent.

FEATURES OF THIS YEAR'S CONVENTION

This year the questionary form of programme replaced the more formal and less comprehensive programme of past years and the innovation established itself in the favor of members. This since it gave greater area to matters of supreme interest to publishers and promoted more general participation.

As last year, the manager of the Canadian Press Association, John M. Imrie, was forced to be absent on account of physical disability, but it is gratifying to know that the period of his convalescence is almost completed. He will be in the saddle again in September.

This year editorial interests were given a better recognition than has been customary. The usual evening meetings being wholly devoted this year to addresses by editors representing the daily and weekly press.

THE VOTING POWER OF MEMBERS

In the Daily Section the question of whether "second" members should be allowed the privilege of voting was discussed, the feeling being that they should not be allowed to vote. In the end a committee, consisting of John Ross Robertson, Toronto *Telegram;* J. R. Bone, Toronto *Star*, and C. A. Abraham, Winnipeg *Telegram*, was appointed to bring in a report and recommendation at the next annual meeting.

OUSTING THE TRADE AND CLASS SECTION

Another discussion in the Daily Section related to the right of trade and class papers to have a place in the Canadian Press Association. PRINTER AND PUBLISHER has obtained only very scanty information concerning what was said, the members of the Daily Section evidently being fully conscious of the tempest that must ensue in the C.P.A. if and when any movement is launched to exclude trade and class papers from the membership of the Association.

THE $1.50 WEEKLY MOVEMENT

In the Weekly Section the matter of supreme concern was the higher subscription rate for weeklies—the advance from a $1.00 rate to a rate of $1.50. A notable feature of this year's meeting was the re-election for the third consecutive term of E. Roy Sayles, publisher of the Port Elgin *Times*, to the office of Chairman of the Section. This is a tribute to the good work of Mr. Sayles in promoting the $1.50 movement, in both Eastern and Western Canada.

AMERICAN MAGAZINES AND ENGRAVING PRICES

In the Trade and Class Section probably the two main features were the discussions on engravers' and electrotypers' prices and on the unhampered admission and sale of American magazines in Canada.

The gravity of the current paper situation was a matter of general concern.

AN EXCURSION

An outstanding event of this year's assembly was the excursion by train and boat to Port Arthur and Fort William, and to the Canadian "Soo"—an excursion made possible and pleasurable by the generosity, courtesy and attentions of the Canadian Pacific Railway authorities and officers.

MESSAGE TO KING GEORGE

A message expressing devotion and loyalty to his Most Gracious Majesty King George V., was despatched to the Governor-General to be forwarded to the King. The message concluded thus: We still feel that for the maintenance of everything that tends to liberty and justice, the conflict must go on with spirit and determination in the belief that right must finally triumph."

King George replied as follows: "Please convey to the Canadian Press Association my high appreciation of their resolutions of loyalty and devotion, which you have communicated to me on their behalf. The unswerving adherence of Canada to the cause for which the Empire and Allies are fighting has been again manifested by the splendid gallantry of her troops on the battlefield in Flanders."

PROPOSALS ADOPTED

Among the proposals adopted by the association from the reports of the various sections were the appointment of an assistant manager; the entrusting to the incoming Advertising Committee of the task of appointing a central censor of the Postoffice Department on the subject of postage upon Canadian newspapers sent to Canadian soldiers at the front.

FREE PUBLICITY

The advertising committee announced that the campaign against free publicity had borne fruit during the year, and that the number of requests for free advertising had fallen off. The labor committee asked for a statement showing the scale of wages and the conditions of labor in each city in order that it might be able to learn at a glance the concessions which unions might have made to any particular demand.

DELEGATES WELCOMED

The delegates were welcomed by Trustee W. O. McTaggart, chairman of the advisory committee of the Board of Education. More than 200 members, or their representatives, were registered.

EDITORIAL NIGHT

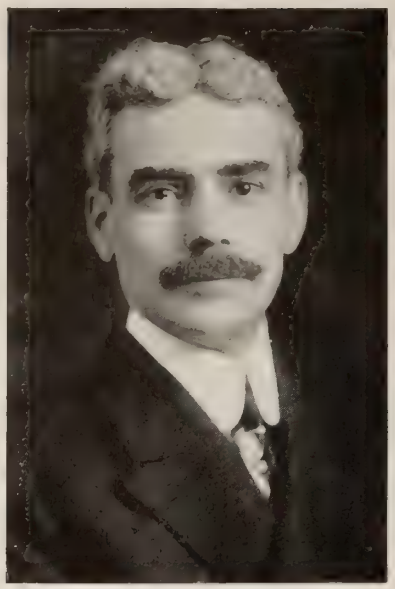
C. H. Hale, editor of the Orillia *Packet*, in his address on Editorial Night, and as speaking for the weekly press in particular, called for character in newspapers, for leadership based upon intimate acquaintance and understanding of home and district problems, for greater freedom from party shackles, independence and devotion to those things which are best for the community, the nation and the Empire.

Stewart Lyon, editor of the Toronto *Globe*, sounded a warning against the modern danger of substitution for the reasoned, educative and thoughtful writing by the giants of the past, the say-so-editorial for the short-cut reader. His address is given at length elsewhere in this issue of *Printer and Publisher*.



C. A. C. JENNINGS

Editor of the Toronto *Mail and Empire*, who delivered a thoughtful address on the occasion of "Editorial Night" at the proceedings of this year's annual meeting of the Canadian Press Association.



EDWARD BECK

Editor of the Winnipeg *Telegram*, whose address on Editorial Night at the C.P.A. Convention was a refreshing utterance.



M. R. JENNINGS

Editor and General Manager of the Edmonton *Journal*, Vice-President 1916-17 of the Alberta and Eastern British Columbian Division of the Canadian Press Association.

C. A. C. Jennings, editor of the Toronto *Mail and Empire*, thought the editorial tone of the press had improved. The party system of government was nearing the end of its usefulness, and in Britain and France had failed to stand the recent severe test. He urged an entente between newspapers, saying: "The press has held its moorings through the dangerous times of Canadian prosperity, and in the present crisis would earn the praise of historians. Even the German Kaiser, whose scientists had invented several terrible explosives, would find the greatest blasting power to be that of public opinion finding eventual outlet in the German press."

Edward Beck, of the Winnipeg *Telegram*, discussed the relation of the business end of the newspaper to its ideals. He said nothing was worse for a newspaper than that advertisers should be allowed to influence the stand of the paper on public questions. He told about the influences of the financial end of the paper upon the editorial columns. "The free expression of opinion is the greatest asset of a newspaper," he said. "Suppression of news creates the idea of a venal institution. There is something about a 'kept' newspaper which betrays itself every time. Some London papers have their editorial and business offices in separate buildings."

HONORARY MEMBERS

The board of directors recommended the appointment of an assistant manager and the election of Fred Cook, assistant King's Printer at Ottawa; A. T. Wilgress, King's Printer for Ontario, and F. H. Dobbin, of Peterboro, as honorary members of the association.

SCHOOL OF JOURNALISM

In the absence of Sir John Willison, Dr. J. A. Macdonald, of the Toronto *Globe*, gave an informal report of the deliberations of the special committee appointed a year ago to consider the question of establishment of a School or Schools of Journalism in connection with Canadian Universities. The conclusion of the committee was that such a school or schools should and can be established, but that nothing should be done until the conclusion of the war—this in view of the greatly reduced number of students attending our universities, and the serious depletion of teaching staffs, owing to the enlistment of professors, associate professors, lecturers and fellows. The continuance of the committee appointed last year was recommended.

ENGRAVERS CENSURED

A resolution charging that an agreement exists among Canadian engravers and electrotypers to advance unduly the price of cuts



J. R. BURNETT

Managing Editor of the Charlottetown *Guardian*, Vice President 1916-17, of the Maritime Province Division of the Canadian Press Association.



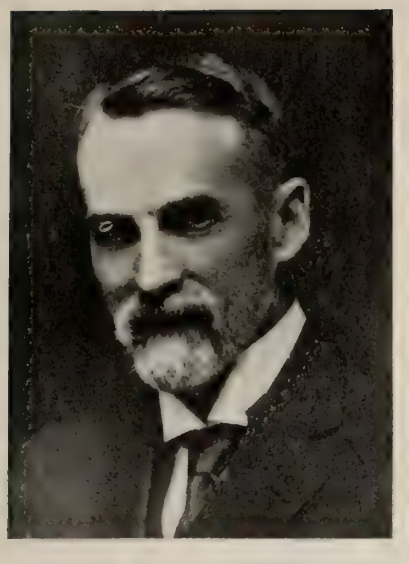
V. E. MORRILL

President the Sherorooke *Record*, appointed President of the Ontario and Quebec Territorial Section of the Canadian Press Association.



FRANK ADAMS

Business Manager of the London *Advertiser*, appointed Secretary-Treasurer 1916-17, of the Daily Section of the Canadian Press Association.



W. E. SMALLFIELD
Publisher of the Renfrew *Mercury*, and Past President of the Canadian Press Association, in which capacity he will continue to serve the Association.



E. ROY SAYLES
Publisher of the Port Elgin *Times*, and Chairman for the third consecutive time of the Weekly Section of the Canadian Press Association.



ACTON BURROWS
Re-elected Chairman of the Trade and Class Section of the C.P.A. Mr. Burrows is publisher of *The Canadian Railway and Marine World*, Toronto.

was passed at the meeting of the Magazine Section. It asserted that the engravers proposed, according to evidence submitted, to maintain such prices uniformly in defiance of the criminal code. It therefore requested the board of directors to ask the Dominion Government to order a judicial enquiry into the matter, so that if it were proved that a trust combination or agreement existed the Customs duty now levied on cuts might be removed. It also asked the directors to take such action under the criminal code as they might deem necessary.

The recommendation of the Trade and Technical Section that the Government be asked to remove the duty on cuts if it was found that a Canadian combine to keep the price up existed was lost, as certain members present owned electrotyping plants which were not connected with the combine. The question of a combine will, however, be taken up.

EROTIC PUBLICATIONS

The members of the Magazine Section appointed a committee to investigate the situation of American magazines in Canada and to plan a campaign to give greater poularity to Canadian periodicals. It was felt that Canadian magazine readers assimilated United States ideals through the much reading of the large number of American magazines which flood the Canadian market.

An appeal will be made to the Government to stop the sales of erotic publications, and a central censor to pass upon all medical advertising, may also be appointed.

PAPER SHORTAGE

The Paper Committee reported that in its opinion the present shortage in paper is caused by the abnormal volume of advertising and the consequent increased size of papers in the United States and by a failure of the mills to anticipate this unusually heavy demand. The mills should have anticipated the demand by building up their stocks in the comparatively dull months of 1915, the committee reported. The need of a saving in paper consumption formed a large part of the theme of the report.

LABOR MATTERS

The Labor Committee reported that the time had arrived when it could pay more attention to labor matters than it has done in the past, with considerable advantage to members of the association. It asked the manager for the scale and conditions of employment in each city. A summary of these will probably be issued in such a manner that members dealing with unions may be enabled to see at a glance the concessions which the unions have made in regard to any particular demand made upon them.

A PROPOSED CHANGE IN THE CONSTITUTION

It is proposed to alter Article X of the C.P.A. Constitution to read as follows:

> There shall be an Advisory Committee of five, consisting of the President, Past President and three other directors to be appointed by the President—one representing the Daily Section, one the Weekly Section and one the Trade and Class papers; which Committee, at times when it is impractical for the Board of Directors to hold meetings will, with the manager, look after the business of the Association.

VOTING POWER OF MEMBERS

In the report of the Daily Section, a committee was named to consider the voting power of first and second members. This was immediately attacked by Acton Burrows, who scented an effort to put something over. He claimed that the committee mentioned: John Ross Robertson, John R. Bone, and C. A. Abraham, were all members of the Daily Section, and that the other sections should be represented. The discussion was getting warm, when J. E. Atkinson arose and poured oil on the troubled water. He said that the Daily Section felt that in certain respects the constitution needed alteration, but at present their ideas were too indefinite to make a statement of the changes desired. The section intended to consider the matter before the next annual meeting and then submit their proposals to the association. The formation of the committee was mentioned in the report of the section as a matter of courtesy of the other sections. This satisfied the objectors, but the report of the Daily Section, instead of being adopted, as was moved, was simply received, as were the reports of the other sections subsequently.

DISCUSSIONS OF THE DAILY SECTION

Some fifty topics were discussed by members of the Daily Section. Much of the discussion was of a confidential nature, and all newspaper reports of the proceedings were censored.

It was the general opinion that there had been no diminution in the volume of requests for the insertion of free publicity material, but that the amount of such copy getting into the papers was appreciably less.

The publication of motion-picture serial stories was reported to be beneficial to circulation on the whole though it was pointed out that latterly some very poor stuff had been offered, making it advisable to insist on a reading of the whole story before publication was started.

The necessity for adopting some standard of practice in the matter of cash discounts was agreed upon and a revision of the standard contract was authorized along these lines.

It was not deemed advantageous for daily papers to change from the graded to the flat rate basis in charging for advertising, though several papers reported that they were using the flat rate with success.

An extra charge for death notices running over fifty words was approved, while the standard adopted by the Toronto dailies in counting words in classified advertisements was commended to the use of other dailies.

Those members who had experience with Dollar Days spoke in favor of the idea, and other ideas of a similar nature were propounded.

It was agreed that it would be advantageous if the association would issue semi-monthly bulletins reporting national advertising that has just gone out or is about to go out, with full particulars as to nature of the product, name of advertising manager, agency handling account, etc.

The executive committee was authorized to take steps to seek legislation that would make it a criminal offence to tender for

publication false birth, marriage, or engagement notices or other mischievous advertisements.

WEEKLY SECTION

W. R. Young, of the Cornwall *Freeholder*, son of C. W. Young, a former president of the C.P.A., gave the weekly section a little talk on the best way of collecting delinquent subscriptions. He advocated sending circulars and following these up, as he had found this beneficial.

The chairman, E. Roy Sayles, advocated keeping a neat, clean, tidy office; it helped to build up circulation. The paper should be clean, and they should try to serve the locality.

Several took part in the discussion regarding the price of weekly. Mr. McGuire, of Orangeville, spoke regarding the offering of the subscription of a certain time for $1.00.

Mrs. Rowe, of Manitou, Man., who is running the *Western Canadian* during her husband's absence at the front, gave some progressive ideas regarding circulation and subscription.

John Auld, ex-M.P.P., of Amherstburg, Ont. H. P. Moore, of Acton *Free Press*, and J. Thompson, Thorold *Semi-Weekly Post*, contributed to the technical discussion of subscription rates.

Strong sentiment was manifest in the Weekly Section against the "clubbing" system on the ground that it served mainly as an advertisement for the metropolitan papers.

Proofs of special advertisements to be used by the publishers of weekly newspapers to promote the $1.50 idea, and prepared under the direction of the C.P.A., were distributed among visiting members of the Weekly Section. There are seven advertisements in all; these have since been sent to weekly publishers everywhere for their use in their own papers. The intention of these advertisements is to "sell" the idea of the higher rate to a paper's readers, and so make it easy for a publisher to secure the higher rate with a minimum of demur or loss of subscription.

THE NEW OFFICERS

The complete list of officers elected follows:

President, J. G. Elliott, Kingston *Whig;* past president, W. E. Smallfield; vice presidents—Maritime Provinces Division, J. R. Burnett, Charlottetown *Guardian;* Ontario and Quebec Division, V. E. Morrill, Sherbrooke *Record;* Manitoba Division, E. H. Macklin, Winnipeg *Free Press;* Saskatchewan Division, W. G. Cates, Moose Jaw *News;* Alberta and Eastern British Columbia Division, M. R. Jennings, Edmonton *Journal;* Western British Columbia Division, John Nelson, Vancouver *World;* treasurer, George E. Scroggie, Toronto *Mail and Empire.*

Elected Members—Maritime Provinces, F. B. Ellis, St. John *Globe;* Quebec, Frank Carrel, Quebec *Telegraph;* E. F. Slack, Montreal *Gazette;* Ontario, J. R. Allan, Hamilton *Spectator;* Lorne A. Eedy, Walkerton *Telescope;* W. G. Rook, *Canadian Home Journal,* Toronto; Manitoba, A. Dunlop, Neepawa *Press;* Saskatchewan, W. F. Kerr, Regina *Leader;* Alberta, J. H. Woods, Calgary *Herald;* British Columbia, L. J. Ball, Vernon *News.*

Paper Committee—J. F. MacKay, Toronto *Globe,* chairman; G. Fred Pearson, Halifax *Chronicle;* V. E. Morrill, Sherbrooke *Record;* C. H. Hale, Orillia *Packet;* James Dale, *Christian Guardian,* Toronto.

Labor Committee—J. E. Atkinson, Toronto *Star,* chairman; W. R. Givens, Kingston *Standard;* H. C. Hocken, Toronto *Sentinel.*

Advertising Committee—W. J. Taylor, *Sentinel-Review,* Woodstock, chairman; George E. Scroggie, Toronto *Mail and Empire;* H. A. Robert, Montreal *La Presse;* C. A. Abraham, Winnipeg *Telegram;* F. W. Crabbe, Ottawa *Citizen;* D. Williams, Collingwood *Bulletin;* H. V. Tyrrell, Maclean Publishing Co., Toronto.

Postal and Parliamentary Committee—E. Norman Smith, Ottawa *Free Press,* chairman; L. J. Tarte, Montreal *La Patrie;* W. A. Buchanan, M.P., Lethbridge *Herald;* Wilson Southam, Ottawa *Citizen;* Hugh Clark, M.P., Kincardine *Review;* Acton Burrows, *Canadian Railway and Marine World,* Toronto; R. Douglas Fraser, Presbyterian Publications, Toronto.

Representatives on the directorate of the Canadian National Exhibition—J. F. MacKay and Col. J. B. MacLean, of Toronto.

Representatives on the Ottawa Exhibition Board—President Elliott and William Findlay, of Ottawa.

Following the meeting President-elect J. G. Elliott announced the appointment of the following directors to act with himself and the immediate past president, W. E. Smallfield, as an advisory committee: George Scroggie, *Mail and Empire;* Lorne Eedy, Walkerton *Telescope;* W. G. Rook, *Canadian Home Journal,* Toronto.

The following officers of sections were also named:

Daily Section—Chairman, F. J. Burd, Vancouver *Province;* secretary-treasurer, Frank Adams, London *Advertiser.* Executive—G. F. Pearson, Halifax *Chronicle;* E. W. McCready, St. John *Telegraph;* N. T. Bowman, Toronto *Telegram;* David Smith, Fort William *Times-Journal;* O. L. Spencer, Calgary *Herald.*

Weekly Section—Chairman, E. Roy Sayles, Port Elgin *Times* (re-elected); secretary, J. J. Hunter, Kincardine *Reporter* (re-elected).

Trade and Class Section—Chairman, Acton Burrows, *Canadian Railway and Marine World,* Toronto (re-elected); Secretary, Geo. M. Bertram, *Canadian Farm,* Toronto (re-elected). Executive Committee—W. G. Rook, *Canadian Home Journal,* Toronto; Col. J. B. MacLean, MacLean Publishing Co., Toronto; Jas. Dale, *Christian Guardian,* Toronto.

TERRITORIAL DIVISION OFFICERS

Prior to the general meeting, the various sections of the association elected officers as follows:

Ontario and Quebec Territorial Section—President, V. E. Morrill, Sherbrooke *Record;* Vice-President, W. R. Davies, Thamesville *Herald;* Secretary, A. R. Alloway, C.P.A. Executive—J. E. Atkinson, Toronto *Star;* H. A. Robert, Montreal *La Presse;* D. A. Jones, Pembroke *Observer;* F. B. Elliott, Alliston *Herald;* J. G. Keefer, Norwood *Register;* G. B. VanBlaricom, Acton Publishing Co. The retiring President was J. G. Elliott, Kingston *Whig.*

Territorial Divisions of the C.P.A.

AMONG the changes in the Constitution of the C.P.A. recommended was one which reads as follows:

For the purposes of more effective local organization, the members of the association shall be divided into territorial divisions, as follows:

Maritime Provinces Division.
Ontario and Quebec Division.
Manitoba Division.
Saskatchewan Division.
Alberta and Eastern British Columbia Division.
Western British Columbia Division.

Dr. A. C. MacKay, Principal of Central Technical School, gave the association a brief talk on technical education.

Before the closing session Principal C. McKay, conducted the members on an inspection over the entire building of the Central Technical School. The magnitude of the institution and the equipment was most impressive. The school was built and equipped by the city of Toronto at a cost of much over a million dollars. The total attendance during the year just closing will reach some 6,000 pupils, it is said.

Admission to the sessions this year was allowed only to duly accredited members and reporters, a doorman preventing the entrance of all others.

F. W. Spicer, Vice-President and Secretary of the *Fourth Estate,* attended the Convention as usual, motoring from New York to Toronto. His newspaper reported the meeting very admirably.

The Editor and Publisher likewise devoted very considerable space to the proceedings of this year's annual meeting.

The representatives of the press from Australia and New Zealand were W. G. Conley, general manager of the properties of John Fairfax & Sons, owners of the Sydney (N.S.W.) *Morning Herald and Mail;* W. W. Davies, of Melbourne, Australia, London cable editor of the Australian Press Association, and Walter J. Blundell, proprietor of the Wellington (New Zealand) *Evening Post,* and Mrs. Blundell.

A midday luncheon was given in their honor by the Press Association members at one of the Toronto clubs. Sir John Willison, editor of the Toronto *News,* presided.

Frank Munsey Buys New York Sun

NEW YORK has one morning paper less—*The Sun and Press* (thereafter to be *The Sun*), have consolidated under the ownership of Frank Munsey. It becomes a one cent morning paper, is supporting Hughes, and will be pro-allies. The *Evening Sun* also becomes the property of Mr. Munsey.

For a long time the *Sun* was anything but pro-British, and was distinctly unfriendly to Canada. Under Mr. Munsey's ownership this animosity will completely disappear, to be replaced by a hearty good-will for Great Britain and Canada.

The sincerity of Mr. Munsey's friendliness for and support of the Allies' cause was put to the test in 1914, when he was offered over $2,000,000 cash for his paper, *The N.Y. Press,* by representatives of the German Government, who had a fund of $40,000,000 with which to make purchases and to carry on a pro-German campaign.

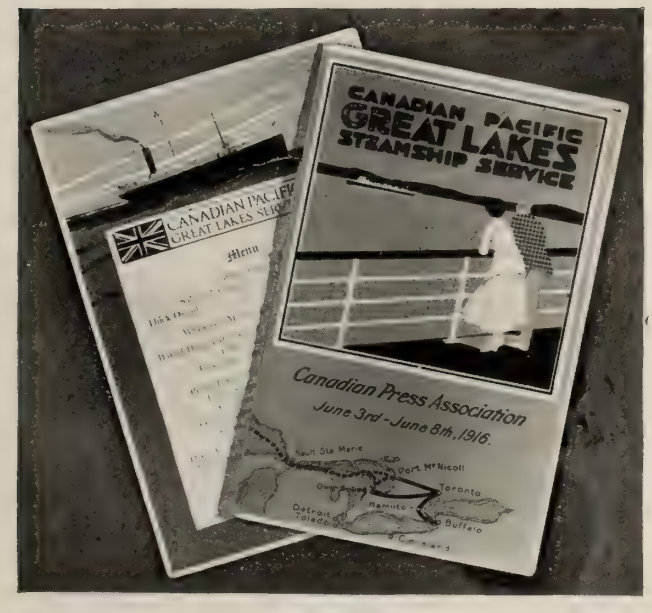
The Excursion

DESPITE the handicap of rather cold and cloudy weather, the excursion to the Twin Cities on the C. P. R. steamer "*Keewatin*" was a great success and all members who availed themselves of the hospitality of the C. P. R. were more than delighted with their outing.

The party which was composed very largely of members of the weekly section, left Toronto on the Saturday afternoon at 2 o'clock, proceeding by special train to Port McNichol where they boarded the *Keewatin*. The first evening was given over to an impromptu concert, the chief feature of which proved to be the offering of felicitations to President Elliott on the fact of it being the thirty-first anniversary of his wedding. To H. P. Moore of Acton, fell the duty of officially congratulating the president on this happy occasion. Mrs. Elliott was not present but the genial publisher of the *British Whig* rose to the occasion with a response that, as the theatrical posters say, combined humor with sentiment.

On Sunday a service was held in the evening at which addresses were given by President Elliott and James Acton.

Monday morning early the boat slipped in past the Sleeping Giant and brought up at the wharf at Port Arthur where a reception committee was on hand. The party did not disembark, until the arrival at Fort William, however, when an arbitrary division was made for the day, the A to L's taking car for Port Arthur, the M to Z's staying in Fort William. The program at Fort William consisted of a trip through the largest wheat elevator in the world, an automobile tour around the city, lunch at the Kaministiquia Club and a theatre party at night. The Port Arthur program included a trip through positively the largest wheat



Specimen menu and passenger list, C.P.A. excursion to Port Arthur and Fort William, on the C.P.R. S.S. "Keewatin."

elevator in the world, lunch at the Prince Arthur Hotel, a garden party and a baseball match between the Port Arthur Board of Trade and the C. P. A. The game which promised at one time to prove disastrous for the visitors was finally called on account of darkness. The afternoon was given over to a joint trip around Thunder Bay. Tuesday morning was spent in another automobile tour and at noon the party embarked for the return trip. The Boards of Trade and the publishers of the Twin Cities succeeded in making the stay there extremely enjoyable and one long to be remembered. An unique souvenir in the shape of a cardboard elevator, filled with wheat, was given to each visitor by the Fort William *Times-Journal.*

News of the death of Lord Kitchener threw somewhat of a gloom over the party and on Tuesday evening, a meeting was held in the saloon at which D. A. Jones of Pembroke, made a fitting reference to the passing of Britain's great soldier.



S.S. Keewatin, C.P.R. Line, on Lake Superior. This boat carried the C.P.A. Excursionists to Port Arthur and Fort William.

Wednesday morning was spent at Sault Ste. Marie, where trips were made through the steel and paper plants. This proved the most instructive feature of the trip; though, owing to the high winds which prevailed, the members came away from the steel plant so generously encrusted with dust and grime as to be quite unrecognizable.

Wednesday evening's program was marked by the presentation of handsome gifts on behalf of the party to the C. P. R. Officials who accompanied them and the officers of the boat. The intense gratification felt by the members at the courteous treatment they had received from the C.P.R. officials and from everyone on board from the captain down was expressed in the addresses which accompanied each presentation. The efficiency of the arrangements, it may be added, was the wonder of all. Everything went like clockwork and for this credit was certainly due in no small degree to the watchful attention of the officials.



Cartoon appearing in special souvenir issue of the Fort William *Times-Journal*, published in honor of the visit of Canadian publishers and journalists to the Twin Cities of Port Arthur and Fort William. Original measured 10½" x 8½".

NOTES OF THE TRIP

There were two bridal couples on board; Mr. and Mrs. Wm. Powell of the Springfield *Echo* and Mr. and Mrs. Henngar of the St. John, N.B., *Standard.*

Three moving picture operators went along and took interesting episodes of the trip.

Among those who took part in the evening programs were: Miss Allen, Carleton Place; Miss Irwin, Durham; J. J. Hunter and Miss Hunter, Kincardine; Mrs. C. M. Mundy, Oshawa; Miss Ethel Nixon, Toronto; Mrs. T. B. Costain, Toronto; Peter Wilson, Kenora; Mr. Rutledge, Markdale; Miss Pearl Tucker, Norwich; Miss W. King, Montreal; Mrs. Wm. McGuire, Tilsonburg.

Mr. and Mrs. Rossie from Port Arthur, took the return trip. Their grips had to be swung on by cable at the last moment. Just as the last grip came over the rail, it opened, spilling the contents on deck.

President Elliot introduced a good feature in a business meeting of the members Tuesday afternoon at which a number of live questions were informally discussed.

* * *

In 1898 the customary C.P.A. excursion was from Collingwood to the Twin Cities; so that this year's excursion is the second to this strategic point in Canada's commerce. Among this year's visiting members who attended 18 years ago were Past President W. E. Smallfield, of the Renfrew *Mercury;* W. Cliff, of Carleton Place; W. J. Taylor, of the Woodstock *Sentinel-Review;* Miss Haycroft, and B. McGuire, of the Orangeville *Banner.*



One of the Twin Cities' mammoth grain elevators, with steamer loading under the spouts. The gigantic size and amazing capacity of these elevators, which are numerous, constitute the wonder and glory of Port Arthur and Fort William.

The two lady editors on the Twin City papers—Miss Mitchell of the *News-Chronicle* and Mrs. J. M. Sherk of the *Times-Journal*—were attentive to the pleasure and comfort of the C.P.A. lady excursionists.

The C.P.R. presented each lady with a box of bon-bons, and at Fort William the visitors received miniature elevators filled with "No. 1 hard" with the compliments of the *Times-Journal.*

A. R. Alloway, Assistant Secretary and Manager, deserves special mention for his untiring efforts to care for the party from start to arrival home. Past President Smallfield and President Elliott were likewise unremitting in their efforts for the party, which this year was made up principally of the Weekly editors and publishers of Ontario, Manitoba and Quebec.

Appreciative articles relating to the five days' holiday have appeared in the newspapers of practically every publisher who shared in the pleasures and profits of the excursion. In this way some return was made the Canadian Pacific for its generosity in the matter of this excursion and in other directions.

LOCAL NEWSPAPERS ISSUE SOUVENIR EDITIONS.

The Fort William *Times-Journal* published a special souvenir edition in honor of the press visitors to the Twin Cities of Fort William and Port Arthur in connection with the excursion arranged by the Canadian Press Association following its annual meeting. The issue was in four sections and consisted of 40 pages; and was illumined by an extra color—red. Numerous illustrations of visiting publishers and places of local interest or importance contributed greatly to the interest of this special edition. A cartoon display, a banner on which was the word "Welcome," held aloft by two figures, the one typifying Fort William, the other Port Arthur, on the first page of the issue was well conceived.

The Daily News-Chronicle, Port Arthur, produced a special edition of 48 pages to mark the occasion of the visit to this city of the members of the Canadian Press Association who "took in" the Great Lakes excursion. The issue was in several sections, each of which was made interesting and valuable by informative special articles pertaining to Port Arthur as a great grain and shipping port

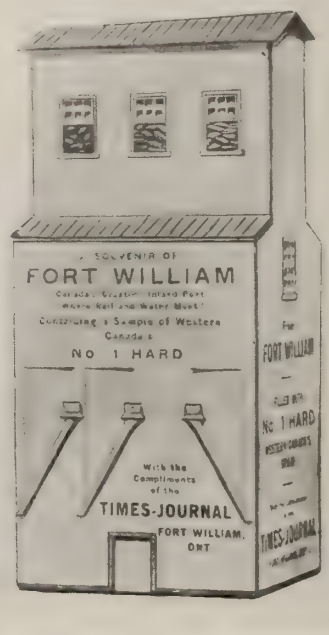
Book Review

WHO'S WHO IN CANADIAN ADVERTISING. Published by the Compiler, W. A. Lydiatt, 53 Yonge St., Toronto. Price $5.00.

This book is absolutely essential to every advertising manager soliciting general advertising in Canada, the United States and Great Britain, for it gives him a wealth of imperative information not elsewhere assembled, and obtainable otherwise only at a cost of time, labor and money that more than obliterates the $5 price of the book.

Names of advertisers, adresses, commodity advertised, class of media used or favored, name of man to see or write to, name of agency, if any, handling the account, all helpfully arranged, constitute the nature of the contents. Also the book groups advertisers according to cities, and again according to the agencies serving them.

Exceedingly compact (hip pocket size), Lydiatt's Who's Who in Canadian Advertising for 1916 should be on the desk or in the pocket of every space-seller in Canada. The publisher deserves the heartiest endorsement of his enterprise—this by a widespread purchase of his book.



Souvenir presented by the Fort William *Times-Journal* to each member of the C.P.A. excursion party on the occasion of its visit to the Twin Cities of Fort William and Port Arthur last month. This souvenir was of a cement-gray bristol board, printed in two colors, and was filled with No. 1 hard wheat.

Pointed & Pointless

BY SIX-POINT BILL

BILLY SUNDAY said nice things about editors a few days ago at the meeting of the Kansas Press Association. Bill said that the editors some of them—had it on the sky pilot. Which was alright from Bill's view-point, seeing that the editors give Sunday Bill a lot of free space unbeknownst to the ad. manager. At the same meeting the gifted Arthur Brisbane, the best paid editor in America, said that an inch of space in a country weekly was of more real value to the advertiser than an inch of space in the *Journal*, which means the New York *Journal*, of which Mr. Brisbane is the chief editor. Yet we find here and there some daily newspaper editors and managers who think and act differently to the facts brought to light by Mr. Brisbane in the "cawn" belt. I believe that the country weekly, when it comes right down to real influence in its own constituency, has most dailies backed right off the map. And the day may not be so very far away in this Dominion of Canada of ours, when the country weekly will show its real power.

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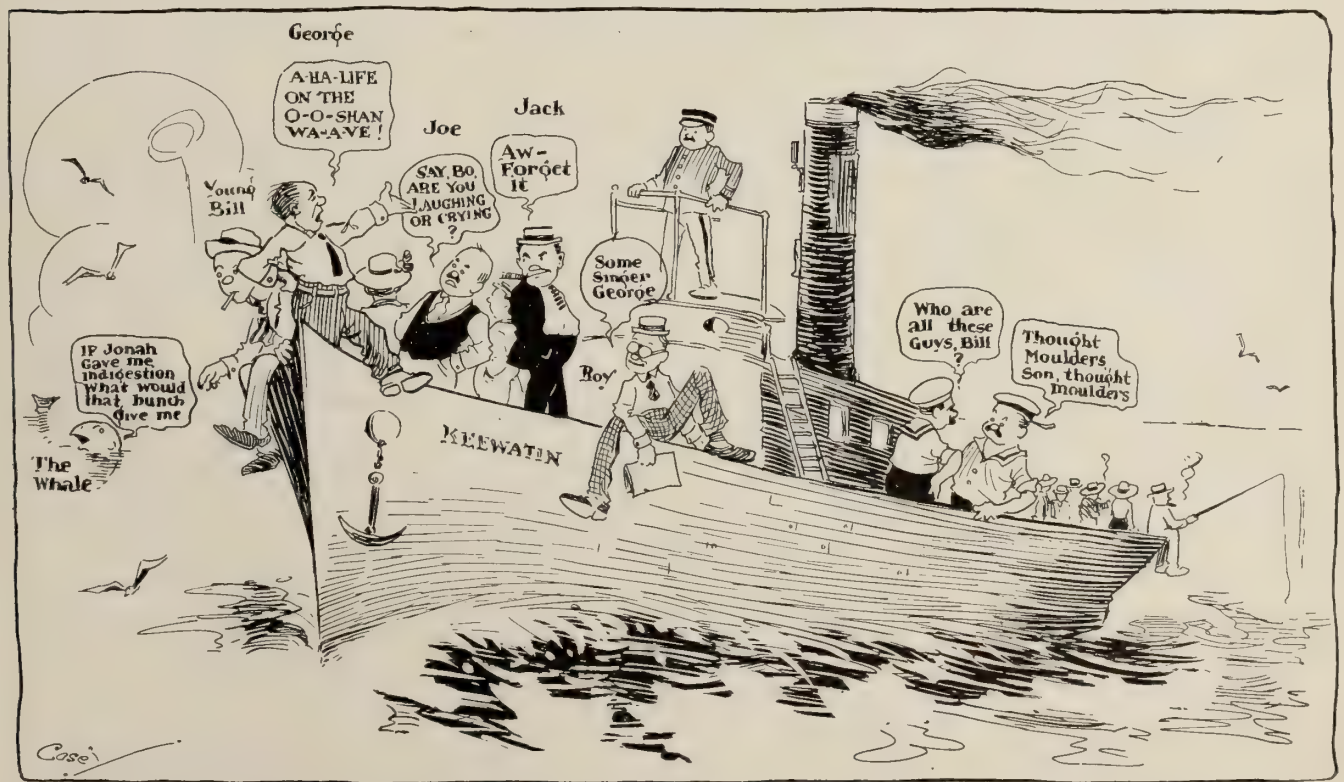
What is the high price of paper going to lead to? This is a question that concerns devils, editors, compositors, pressman, machine men and the man-of-the-office, who has to keep up pleasant diplomatic relations with the banker. That white paper will never be as cheap as it was 'fore de war, is as certain as anything can be. That is, if we have to rely on the present supply of raw material. To tell the truth, I have been looking for a Burbank to discover a plant that may be cultivated in the fields from which paper may be made. This would be nothing new to the world, but it would be "mighty konvenient," as Uncle Rastus would say. Back in the days when Pharoh's daughters cut up capers on the banks of the Nile, as the daughters of the class that do not work did last winter at Palm Beach, a plant grew which gave paper its name, and there is a grass that grows in the southern part of the dark continent from which paper is made that knocks the spots off pulp paper and spots, be it known, is the present disease that afflicts the aforesaid product of pulp.

* * *

But it's present-day affairs that concerns us most. At one time in my history I worked on a four-page daily that printed more news on its first page than is now dished up in 18 or 20 pages of pulp, the pink edition thrown in. And by-the-way, when a fellow invests a whole cent to see how the ball scores are going and gets but three innings for his money that is what I call investing money and wasting pulp under false pretences. And I may as well say it now, for it's in my mind, that the ball scores are but a blind. The real object of the pink 'uns is the hoss races, and the pink ones are dubbed by those who "play the ponies" once in a while, "the gamblers' edition." But I started out to say something, and now I'm giving it away how easily the crusaders for good are fooled. On this four-page daily that I spoke of above, a name was never spelled out, months were abbreviated, the superfluous letters were left out after date figures, the double letter was left out of such words as wagon, traveler; Esq. and Mr. went in the scrap heap, and closely spaced matter was insisted upon. The people liked it; of course they liked it. It left the busy man time to go to prayer meeting, to bet on four aces, play a game of bowls, fight it out at choir practice and figure on how to beat the ballot box and his political friend at the coming election. Smaller type, closer spacing of machine matter, higher price for ads will help some the paper situation.

* * *

The New York Herald passed its 81st birthday in May. I would not have paid any more than passing attention to the fact were it not that the word *Herald* was set in italics in the paragraph which made the announcement. Of course the paragraph was not of the *Herald*. Back in the war days in the '60's, James Gordon Bennett, the sturdy Scot that founded the *Herald*, fell sick and was confined to his bed for a period of a few months. The rebellion question was a hot one in newspapers of



Drawn in honor of those who went on the C.P.A. Excursion to Port Arthur and Fort William. "Young Bill" is Wm. Powell, Jr.; "George" is George E. Scroggie; "Joe" is J. G. Elliott; "Jack" is J. J. Hunter; "Roy" is Roy E. Sayles. This note of explanation is made in a spirit of kindness "with malice toward none, etc."

both the North and South. The *Herald* discussed the war as well as the other powerful papers of that day. And that the papers of that day were powerful, all one has to look at it, is the splendid nation of to-day, which Goldwin Smith, the masterful English mind, pronounced as the greatest achievement of his race. Well, while Mr. Bennet was ill, the editor could not write without using a stick or two of italics in each article to emphasize his point. This got on to Mr. Bennett's nerves, and when he came down to the old *Herald* office when convalescent, he asked the foreman of the composing room where were the italic cases, and he personally threw them out of the window. I relate the story as it was told me by an old employee of the *Herald*.

* * *

I have been wondering if any of the descendants of the fish that gobbled up Jonah were loose around Lake Superior. A fellow with imagination can easily put a whale in Lake Superior. Of course the whale could have taken a running jump at Niagara Falls, moved a few rocks to one side at Lachine, wiped his tail on the spot where Charlie Young publishes the *Freeholder*, dug his way through the Thousand Islands, and pried the spot away from the penitentiary for Joe Elliott and his *Whig*. The whale that swallowed Jonah must have been a lady whale, for she must have done a lot of spouting about it, or the world would never have known. At any rate, Jonah must have given the lady or gentleman whale a dose of indigestion. And an imaginative mind gives me some idea how sick that whale would have been if he or she had to swallow some of those old codgers who sailed behind the mast on the good ship Keewatin to Fort Arthur and Port William. Anyhow, they had a whale of a time, and the ladies and gentlemen, and they are all that who have anything to do with the Canadian Press Association, are spouting their heart-felt praise of the C. P. R., the sailors, the officers and the cabin boys of the Keewatin.

PUBLICATIONS RECEIVED.

The Slug is the name given to the house organ of the Linograph Company, Davenport, Iowa.

Graphica, the house organ of the Herald Press, Montreal, continues each month its fine missionary work for its publishers. Chaste in its style, rich in its dress, and pertinent in its message and matter, it has established itself very firmly in the favor and admiration of those receiving it. Better than this, however, are the results it is achieving for its publishers.

Editor Ronalds has developed the *By-Water Magazine*, and other house organs of distinction and merit, and his own publication *Graphica*, has assuredly been a very considerable factor in bringing these house organs into being. Persistency of suggestion, coupled with ability and readiness to give a complete service is putting the Herald Press and other printing firms ahead of competitors.

Conservation, the medium of the Commission of Conservation, Ottawa, is always informative, stimulating and of real value to publishers. Its material is designed and prepared for republication by editors of newspapers, and in giving wider publicity to what is printed in *Conservation*, editors perform a national service.

"Making the Printed Picture" is the title of an issue in the Journalism Series of the *University of Missouri Bulletin*. This issue is a treatise on photo-engraving methods, and is by Herbert W. Smith, instructor in Illustrative Art in the University of Missouri, Columbia, Missouri. Obviously this issue is freely illustrated with interpretative examples of photo-engraved pictures. The *Bulletin*, Journalism Series, is issued four times a year, the edition being limited to 2,500 copies, and is edited by Charles G. Ross, associate professor of journalism in the University of Missouri. Fourteen issues of the *Bulletin* have made their appearance, and individually and in their entirety they form a distinctly valuable contribution to the literature of journalism. One cannot but commend very heartily the fine work being done by Schools of Journalism in general and by the University of Missouri in particular.

The Middleburg (Penn.) *Post* has reprinted in booklet form the address of its editor and publisher, George W. Wagenseller, delivered last month before the National Editorial Association in Convention at the Hotel McAlpin, New York. The address is entitled: "The Country Weekly Newspaper—how I built up and maintained a circulation of 5,000 in a county of 16,800 people, with six competitive newspapers." *Printer and Publisher* looks forward to republishing this interesting address in an early issue.

The Magnet, issued by J. D. McAra, printer and bookbinder, Calgary, to attract business to his shop, is a very well-produced house organ. The subscription is "Your good-will- no other currency accepted." The contents are copyrighted, and are very live stuff.

The Southam Press continues to issue *Team Work*, its monthly journal published by and in the interests of the employees of that organization. The publication seems to grow better all the time—of greater interest and value to those for whom it is designed, and better as an example of good printing.

"A record of Industrial Progress is the title of a circular issued by the New York *Outlook* and is a review of the work done by the *Outlook* for National Industrial promotion during the past year and an announcement of the programme for the next twelve months. Felix Orman is at the head of the promotion and special publicity department of the New York *Outlook*, and is doing work of a very high and important character, and has introduced into the *Outlook* advertising ideas and features which have been widely copied by other publishers. The Department of Industrial Progress under his direction completed its first year of existence in May of this year. Fourteen industrial reviews have appeared in this Department since its inauguration. The program for the next year will contain reviews having themes as follows: Food in Packages, Modern Heating, Fire Prevention and Protection, The Growing Use of Electrical Appliances, etc.

It is as *Printer and Publisher* so often has contended: Millions of lines now advertising for Canadian publishers lie in plain sight, awaiting only the energy of advertising managers of vision to gather them in.

Time and Economy is the title of a brochure issued by Otto Schmidt, 34 Lawton St., New York, and description of his O. S. Ever-Ready Embossing Wax. This composition has been used by its maker in private practice for years and is now being offered to the trade. The claim for it is that it is much faster than the wet composition and more economical.

"A Matter of Opinion" is the designation of a booklet by Robson Black, secretary of the Canadian Forestry Section, Ottawa, for distribution among settlers, railroad employees, campers, fire rangers, etc. 25,000 copies have been distributed thus. Its object is forest conservation—this by the education of those who live in or near to forests, and whose ignorance and carelessness are so frightfully costly, and destructive of one of the nation's chief assets. The book is brightly and entertainingly written. Mr. Black is doing a good work for the Canadian Forestry Association and doing it in a fine way.

The Columbia Spectator is the name of the newspaper published and edited by the students of Columbia University. To *Printer and Publisher* has come a copy of its commencement issue, made specially interesting by a jacket on India tint coated stock, carrying photographs of Columbia baseball heroes and oarsmen.

From the Meyer-Rotier Printing Company, Milwaukee, Wis., *Printer and Publisher* continues to receive copies of its booklets designed to sell the printing service of this company. Each booklet is a reprint of some good article on the subject of direct advertising. The booklets are of uniform size, but the cover color changes with each issue. A good quality of inside stock is used and the book is bound with a silk cord. The last page of the booklet is devoted to a statement of the service of the publishers.

These booklets, individually and as a series, are so interesting and so valuable that the recipients are likely to read them and save them. The presumption is that they secure business from the firm sending them out.

Here is an idea that can be taken up by several of Canada's larger printing firms. Each booklet would promote the larger use of printed matter in selling campaigns and would go far in developing good-will for the printer of it.

WORLD'S SALESMANSHIP CONGRESS

The plans, purposes and programme of the World's Salesmanship Congress to be held in Detroit, July 9-13, are presented in an attractively prepared and very comprehensive publication issued by the management of the Congress. The origin of the Congress, some account of the men actively working for its success, the purposes of the Congress and the programme in detail constitute the chief contents.

This Salesmanship Congress deserves all success, not alone because of the fine efforts and thought behind it, but also because it has to do with the world's greatest business —selling. Advertising managers and solicitors who can do so will find it very profitable to attend this congress—the first of its kind. At the Sunday service on July 9, one Canadian will give an address on "The Ethics of Salesmanship"—John A. Tory, supervisor of the Sun Life Insurance of Canada. Some of the big men who will address the Congress are: E. St. Elmo Lewis, H. J. Heinz, Walter Dill Scott, Harry Tipper, Wm. H. Ingersoll. Not advertising men, but sales managers will do most of the talking, and the sales manager is very often the man behind the advertising.

PRINTING, LITHOGRAPHIC AND ALLIED TRADES EXPOSITION

This Exposition will be held Sept. 30-Oct. 7 at Madison Square Gardens, New York. The Exposition gives larger promise of being a very important, notable and highly interesting event. *Printer and Publisher* will have an exhibit.

NEWS ITEMS—MAINLY PERSONAL

John R. McLean, owner of The Washington *Post* and The Cincinnati *Enquirer*, is dead.

The late James J. Hill once ventured into the newspaper field. For a few years he owned the St. Paul *Globe*.

Roderick S. Munford, a newspaper man of Princeton, Ky., has enlisted in the 213th Overseas Battalion of the Canadian Army at Toronto.

Herbert S. Houston, president of the A.A.C.W., received the honorary degree of Master of Arts from the University of Pennsylvania on June 21.

Jules Hedeman, a prominent French journalist, has been killed at Verdun, where he was serving in the French army as a lieutenant. While foreign editor of the Matin he visited America in the Spring of 1914.

Merle Thorpe, head of the School of Journalism of the University of Kansas, has been appointed editor of the *Nation's Business*, the official publication of the Chamber of Commerce of the United States, published in Washington, D.C.

Albert Barrons, a lieutenant in the Canadian overseas contingent and formerly marine editor and federal house reporter on the Detroit *News*, is doing special assignments for that paper pending his departure for "somewhere in France."

Joseph Paul, president and treasurer of The J. F. W. Dorman Company, manufacturer of rubber stamp vulcanizers and rubber type, Baltimore, is this year as usual a pilgrim to the Rideau Lakes, Ontario, in quest of fisherman's luck.

Mr. Paul has made good anglers of his wife and daughter, and his neighbor's daughter. When it comes to outdoor life Canada is "North America's greatest achievement," in the language of Dr. Macdonald of the Toronto Globe.

Lionel Curtis, who is one of the editors of the *Round Table Magazine* is in Canada. He is the inspirer and centre of the Round Table "Groups," which have for some years past existed in all parts of the world, for the serious study of Imperial questions.

A new class publication, a copy of which has been received by *Printer and Publisher*, is *La Lesina* ("the Awl") designed to serve the Italian leather workers, chiefly the makers of footwear, of the United States. It is printed in Italian, and is published monthly by La Lesina Publishing Co., 140 Park Row, New York. J. J. De Moro is the editor.

Newspaper offices in Buffalo have been notified that every edition of all American newspapers will be rigidly examined by officers of the Canadian militia, acting under orders of the Dominion War Department. It was also stated that circulation will be stopped in every instance where stories carried are "detrimental to the welfare of Canada."

Madison Square Garden, the famous exhibition building in New York, has passed into the hands of a receiver—the result of an action begun recently by the New York Life Insurance Company to foreclose a mortgage in the amountof $2,300,000. The Garden cover the block, 197.6 x 425, bounded by Madison and Fourth avenues, 26th and 27th streets, and was opened to the public in 1890.

A career that though modest in scope deserves mention for its notable length and faithful service was ended the other day by the death of Mrs. Charles Ackert at New Paltz, New York, said to be the oldest woman editor in the United States. For fifty-five years she had been the editor of the local weekly paper, assuming the duties of her husband when he went to the front in the Civil War.

The International Circulation Managers' Association held its eighteenth annual convention in Grand Rapids, Mich., on June 20, 21, and 22. This is the only organization of circulators that is international in its scope. It has about 400 members, representing practically every city in the United States and Canada. Among its officers of 1915-1916 were: J. N. Chevrier, *Le Devoir*, Montreal, president; J. R. Henderson, Montreal *Gazette*, and W. L. Argue, Toronto *Star*, directors; and W. R. Elder, Toronto *Telegram*, chairman of The Audit Committee.

The death of the old *Territorial Enterprise* at Virginia City on June 1, the first newspaper published in Nevada and one of the most famous journals of the west in its wild days, now merged with the Virginia City *Chronicle*, recalls a deal of history of the great days of the Comstock. Into it comes Mark Twain, who first assumed that pen name as a local writer on the *Enterprise*. It was in 1862 that Samuel L. Clemens went to the *Enterprise* as a reporter. Before that time he had written a number of letters to it from Aurora, in Esmeralda county, signing them simply "Josh." He had not then thought of the name "Mark Twain." When he first came to the *Enterprise* office all hands called him "Josh." He did not like the name, and in casting about for a better one, hit upon the sobriquet "Mark Twain," digging that up from his old days on the Mississippi River, where the soundings were called by the marks on the lead line.

BRITISH COLUMBIA

Anson McKim, of A. McKim, Montreal was a visitor in the Kootenays in June.

Dr. M. S. Wade, sometimes editor of the Kamloop's *Inland Sentinel*, contributed an account of this pioneer newspaper to the Vancouver *Province*.

Prince George has a new paper, called the Prince George *Star*. It has risen from the ashes of the *Post*, the *Tribune*, the *News* and the *Herald*, which are all dead.

The Vernon *News* has celebrated its 25th anniversary. The *News* has had a long and useful career. It has served the Okanagan Valley well, and Vernon particularly well.

The Canadian News, the Japanese journal, which was put temporarily out of business a few weeks ago by a mob of Japanese rioters in Vancouver, has resumed publication.

Will. J. McVicar, junior reporter on the Nelson *Daily News*, has enlisted for overseas service with the Western University Battalion. He is the fifth member of the *News* editorial staff to join the colors.

T. B. Inglis, city editor of the Victoria *Times*, has resigned his position and will henceforth be Lieut. Inglis of the 11th C. M. R. Mr. Inglis has been connected with the newspaper game in Victoria for the past four years.

The Phoenix *Pioneer* has suspended publication. It is 17 years since the *Pioneer* was founded, and the late publisher, Gilbert Kay, has been connected with the paper for 14 years. His disappearance from Boundary journalism is as the passing of a landmark

C. H. Sawle, publisher of the Omineca *Herald*, New Hazelton, is looking for an all-round practical printer to look after the mechanical work. A partnership, without capital investment is offered. This is a day of opportunity in Canada for ambitious and capable men.

Walter Hillam, a Vancouver newspaper man, who recently enlisted in the 196th Western Universities Battalion, has transferred to the motor boat patrol service. He has been granted a commission as sub-lieutenant in the patrol service and expects to leave for England some time next week.

The Nelson *Daily News* has issued an envelope enclosure very attractively designed and printed defining this newspaper, its field and circulation with satisfying fullness. A detailed statement of circulation is provided giving local circulations in over thirty communities. *The News* has a total circulation of 5,680 copies.

A very neat and attractive folder has been issued by the Victoria and Island Development Association for the Canadian Credit Men's Trust Association, which will be distributed among the members in Eastern Canada. The Canadian Credit Men's Association visited Vancouver on June 14, 15 and 17, and Victoria on June 16.

Lieut.-Col. E. J. Chambers, chief of the press censorship bureau of Canada, was in Vancouver and Victoria last month to meet the Australian ship, bearing a party of gentlemen from Australia en route to the parliamentary meeting which will be held in London this year. The gentlemen whom Col. Chambers met on behalf of the Canadian Government were the Hon. Mr. Carcross, Hon. Mr. Carroll and Messrs. Lee and Parr.

ALBERTA

F. H. Cramer, publisher of the Grassy Lake *Gazette* was married last month.

Wm. T. Downing, formerly of the staff of the *Leduc Representative*, but for a time resident in Edmonton, has accepted a position on *The Daysland Press*.

Mrs. Arthur Murphy, "Janey Canuck," has been appointed a police magistrate for Edmonton, having jurisdiction over all cases in which women and girls are concerned.

Alice Bothwell, who is 7 years old, of Mannville, was advised by the *Nor'-West Farmer* that she had won the capital prize, a Ford car, in a contest which was to guess how many grains of wheat there were in a glass jar.

Two Swift Current newspapers from the Northern Alberta section of the Peace River country have made their appearance. One is the *Spirit River Times*, while the other is the *Frontier Signal*, published at Grande Prairie. Both papers have a good deal of instructive information concerning the rapidly developing and rich northern regions.

SASKATCHEWAN.

The *Kamsack* Times has completed its eighth year.

The Cupar *Herald* has raised its subscription price to $1.50 a year.

"Dick" Saunders, who started the Sombra *Outlook* in April, 1908, has enlisted at Asquith, Sask.

S. T. Willoughby, who has been manager of the Kerrobert *Citizen*, has received a commission in the 232nd battalion.

W. D. Milton, who has been working on the *Times* staff, has accepted a position on the staff of the Grandview *Exponent*.

Alex. McLung has retired from the control of the Cut Knife *Grinder*, and is succeeded by S. F. Weavea, late of the Mackiin *Times*.

The Kamsack *Times* is giving photographs of the Kamsack Unit, 188th Battalion, to readers who pay in advance for a year's subscription.

Among the quaint names of the prairie weeklies are The Ituna *Anril*, The Melfort *Moon*, The Cut Knife *Grinder*. These are all in Saskatchewan.

Editor Scott of the Whitworth *Herald*, while in Regina, was unfortunate in falling down the elevator shaft at the King's Hotel, and received serious injury to the head.

G. E. Jenkings, editor and proprietor of the Rocanville *Record*, has leased his plant and has gone to Winnipeg to enlist. Mr. Jenkins was on the Wolseley *News* staff in 1911.

Private W. S. Gow, of Regina, who left with one of the Princess Pat reinforcements, is reported as being ill in an English hospital. Private Gow was at one time a member of The *Leader* editorial staff.

Prairie Farm and Home, Regina, has advanced its subscription price from 50 cents to $1. This publication has strengthened its hold on readers by the inclusion of new features, some of them of feminine interest.

Eric Bowen Smith, is one of the latest to pay the supreme sacrifice in France. He was some years ago employed in a printing office at Wilke, and subsequently went to Edmonton in the same business, and afterwards returned to Hanley, in April, 1914, where he was employed at the *Herald* office.

J. K. Falconer, for the last year, circulation manager of the Saskatoon *Phoenix*, has resigned to do similar work for the Edmonton *Bulletin*. Mr. Falconer has had considerable experience in newspaper circulation, having been circulation manager of the Regina *Leader* for four years, and prior to going West was on the circulation staff of the Toronto *World* and the Toronto *Mail and Empire*. He was presented with an electric table lamp by T. K. McCallum, general manager of the *Phoenix*, on behalf of the staff.

MANITOBA

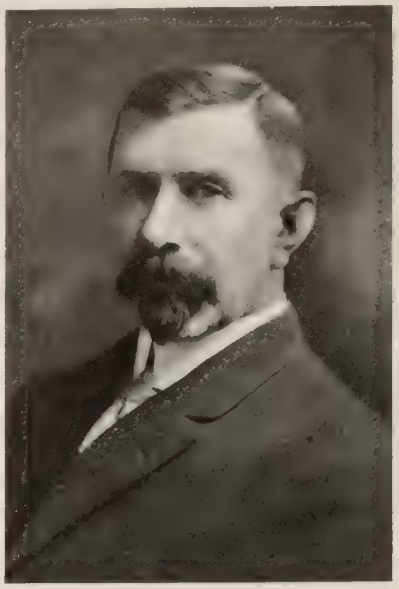
The Beausejour *Press* has suspended publication.

The Winnipeg *Tribune* is installing a new Hoe 32-page machine.

The Compton County *Chronicle*, Quebec, has installed a new cylinder press, supplied by Miller & Richard, Toronto.

Stovel Co. have installed, since their recent fire, one of the largest and most up-to-date typesetting batteries in the Dominion.

On the occasion of the sixth anniversary of the birthday of the Union of South Africa, the flag of the Union of South Africa floated over the Winnipeg *Free Press* building.



W. J. BULMAN

Winnipeg, Lithographer, Printer, Publisher and Director of the Winnipeg *Telegram*. Elected last month 2nd Vice-President of the Canadian Manufacturers' Association.

E. J. Hoover, formerly with the Winnipeg *Free Press Prairie Farmer*, is now with Boorbridge & Co., Brandon mail order harness people. He has been succeeded by J. A. Yauker.

W. J. H. in The Crandall *Enterprise* is making a "hit" with his "Chronicles of Crandall," his "chronicles" being deemed good enough by the Winnipeg *Free Press* to reprint.

John Stovel, of the Stovel Company, returned to Winnipeg on May 26 from England and will superintend the erection of his company's new building on which work has commenced.

Publishers and printers through Western Ontario are complaining very much of the scarcity of help. A large number of printers have enlisted and young boys or girls are almost impossible to get.

F. N. Fellowes, who has for the past five years been managing the job department of the Winnipeg *Saturday Post*, has accepted the post of manager of the printing department of the T. Eaton Co., Winnipeg.

George Norfield left for Winnipeg to enlist after a ten-months' residence in Treberne, during which time he was editor and manager of the Treherne *Times*. Miss Annie M. Burns succeeds Mr. Norfield as editor of the *Times*.

One gold medal and 34 silver ones were awarded the winners in the Winnipeg *Free Press's* Second Annual Spelling Bee. Silver medals are given to the champion of each individual school. The contest was held in the Walker Theatre, of Winnipeg. The theatre was packed with parents, friends of the children and pupils of the schools.

R. A. Nalder, who has for several years represented the John Martin Paper Co., in Regina and Saskatchewan territory, has now joined the Winnipeg sales force of this company. He has been succeeded in the Saskatchewan field by Alf. E. Howard, who has for seven years been associated with the Leader Publishing Co., of Regina.

The T. Eaton Co. have decided to include in the new addition to their buildings now in course of construction a modern printing plant, and already a very considerable portion of the plant has been ordered. The plant will include at least one rotary press for the printing of their catalogues, as well as all complete equipment. It is understood that all the printing required for the Winnipeg stores will be handled by this new plant.

A branch of the Canadian Manufacturers' Association, to be known as the Prairie Provinces Branch, and comprising Manitoba, Saskatchewan and Alberta, has been formed, with offices in Winnipeg. This branch will deal with purely local matters affecting members in the West and while questions of general policy will be decided by the Association as a whole, Western members will take a larger part in the determination of same. An evidence of the change is shown in the election of W. J. Bulman for the 2nd Vice-Presidency of the Association. Mr. Bulman has had a long and arduous connection with the Association, having filled the position of Honorary Secretary at Winnipeg for many years before any office was opened. Since that time he has served continuously on the various committees of the organization, and has filled the offices of Vice-Chairman, Chairman and Provincial Vice-President with honor to himself, and the complete satisfaction of the members of the Branch.

ONTARIO

Bert Penny has joined the reportorial staff of the London *Advertiser*.

E. D. Lowe, of Lowe-Martin Co., is now pushing around an automobile.

Gordon Butler has joined the staff of the London *Advertiser* as sporting editor.

Pte. Alf. King, of the Southam Press, Toronto, has gone overseas with the 92nd Battalion.

Pte. Albert Lloyd, Montreal, has been wounded. He was formerly a proofreader on The Montreal *Star*.

The Berlin *News-Record* is soliciting the printing which will be necessary when the city is re-named.

F. Glover Sanders of the *Municipal World*, St. Thomas, and Miss Vyla May Davidson were recently married.

Robert De Hart, late of the 142nd Battalion, has rejoined the staff of the London Free Press temporarily.

James M. Cowan, city editor of the Niagara Falls *Review*, has joined the colors with the 98th Battalion.

Aurelius Wigle, for some time a newspaperman in London, is now on the staff of the London *Advertiser*.

The publication of the Keewatin *Enterprise* has been resumed, L. R. Mackey having leased the plant and building.

W. A. Nixon has resigned as telegraph editor of the London *Evening Free Press*, and will accept a position in New York.

Jas. Gale, who for the past seven years has edited the Erin *Advocate*, has taken a similar position on the Teeswater *News*.

The Emo *Advertiser* has suspended publication. Owing to war conditions, the paper has long ceased to be a paying proposition.

Adam Lewis, sales manager of Southams, Toronto, has been on an extended visit to the Pacific Coast, via Chicago and St. Paul.

The plant, fixtures and stock of the Jackson Press, 73 Adelaide street west, Toronto, were offered for sale last month by the assignee.

Major Cory, until recently editor of the O.A.C. *Review* at the college in Guelph, has accepted the command of the 44th Battery, C. F. A.

Chris. Rowntree, until recently employed in the composing room of The MacLean Publishing Co., Toronto, has enlisted with the artillery.

Andrew E. Murdoch, formerly advertising manager of the St. Catharines *Standard*, was married on June 1 to Miss Hattie Cook of that city.

The Chesley *Enterprise* will get in line with the other newspapers of Bruce and Grey and after July 1st the price will be $1.50 per year.

The wife of Atwell Fleming, of the Atwell Fleming Printing Co., Toronto, died last month. A son, George, is attached to the British Aviation Corps.

Lieut. Harris L. Walsh, 3rd Battalion, is reported wounded. He was city editor of the Brantford *Courier*, and formerly was on the staff of the *Expositor*.

Gordon Barkwell, formerly a reporter of the St. Thomas *Times*, has been made representative of the Cleveland and Buffalo Transit Co. at St. Thomas.

Col. J. B. MacLean, H. V. Tyrrell and Duncan B. Gillies, of the MacLean Publishing Company, attended the A.A.C.W. Convention in Philadelphia.

The Electrical Dealers and Contractors of Ontario, in annual convention last month in Toronto, were addressed on the subject of advertising by John C. Kirkwood.

Some of the Ottawa printers are carryirg out the daylight saving plan. Simmons Printing Co., and American Bank Note Co. report it working out satisfactorily.

The death occurred recently of James Somerville, editor and proprietor of the Dundas Banner. A brother, Thomas Somerville, is a well known Brantford printer.

John Grant, formerly of the *Evening Journal*, the Ottawa *Free Press*, Smith's Falls *News*, and the Brantford *Expositor*, has enlisted with a Western Ontario battalion.

The London *Free Press* presents this year, as in other years, a trophy, emblematic of the championship of the annual Scotch doubles bowling tournament, held in London last month.

Geo. H. Capham has been elected president of the Rideau Lakes Aquatic and Protective Association; and is very active in its interests. His summer home is located on Big Rideau lake.

A. E. Miller, managing editor of the London *Free Press*, addressed the Rotary Club of that city at one of its recent meetings. There was present M. W. Rossie of the Port Arthur *News-Chronicle*.

Ottawa *Citizen* initiated a series of travelogues in one of the local theatres. By means of a coupon the paper was kept in touch with the lectures. Crowded houses at each entertainment resulted.

Signaller Elmore Sheppard has received the Military Medal. He is 20 years of age, and was employed in the office of the *Monetary Times*, when he enlisted with the Canadian Mounted Rifles for active service.

Lieut. Ewen Nichol, for some years news editor of the Cobalt *Nugget*, who received his early training on the Stratford *Herald*, met death in action. In the past his experience had been with papers in Port Huron, London and Cobalt.

Many American wholesalers have begun advertising in Winnipeg newspapers standard wines and liquors, to be sent by parcel post to any Manitoba address. This since Manitoba is now a "dry" province.

Lieutenant B. C. Churchill, of Port Arthur, reported wounded, was a reporter on the *Daily News* before the amalgamation with the *Evening Chronicle*. He went to Port Arthur in 1912 from Moncton, N.B.

Lieut. William N. Cooke, infantry officer, is reported to be seriously wounded. Before leaving Canada, Lieut. Cooke had lived for eight years in London, Ont., where he was manager of Bradstreets. He is 29 years of age.

Among the list of wounded published during last month appears the name of L. E. Makepeace, who entitled from the pressroom staff of The MacLean Publishing Co., Toronto. Mr. Makepeace's home is in Brampton, Ont.

Karl E. Hill, one of the staff of *Canadian Uutiset*, the Finnish weekly published in Port Arthur, has resigned. He will go to Winnipeg to take the military officers' course to fit himself for a commission in the 223rd Battalion.

Capt. Peregrine Palmer Acland, a graduate of the University of Toronto, who was wounded, has returned to duty. He is a son of the Deputy Minister of Labor, and was formerly a member of the *Globe* editorial staff, Toronto.

Mrs. John T. Wilson is dead in Montreal. Mrs. Wilson won considerable attention as a woman of literary distinction and as a poet. In 1914 she had a book of poems published for private distribution. It was entitled "Rosemary and Rue."

The Toronto *Weekly Mail and Empire* has ceased publication. Weekly subscribers have been transferred to the Saturday *Daily Mail*. The *Globe* took this action some time ago, and now the Mail has followed suit. Rural mail delivery is the explanation.

Lieut. Evan Nichol, formerly a reporter of the London *Free Press*, later a proofreader, and editor of the Cobalt *Nugget*, has been killed in action. His parents live at Stratford. He was at one time on the staff of the Port Huron *Times-Herald*.

Lieut. Fred S. Hubbs, of Hastings, formerly proprietor of the Hastings Star, was reported in Monday's casualty lists, as "missing." He was in the big battle on June 2nd and 3rd, when the Canadians suffered most severely in desperate fighting.

Ottawa *Free Press* carried out an automobile reliability tour very successfully during the week of June 5. A handsome shield was presented by the newspaper for the winner. Incidentally, considerable extra advertising resulted from the proposition.

Charles MacIver, late of the Toronto *World* and formerly with the Milwaukee *Journal*, has joined the editorial staff of the St. Thomas *Daily Times*. Mr. MacIver is a native of Glasgow, and had considerable experience on English newspapers before coming to America.

W. J. Roberts has taken over the Fordwich *Record*, and the paper in future will be under his management. Mr. Roberts for the past four years has been foreman in the *Record* office. The change in management was made necessary owing to the enlisting of Robt. C. Watters.

The Canada Gazette in its issue of June 3, publishes the announcement of the appointment of Frederick Cook, of the city of Ottawa, to be Assistant King's Printer and Controller of Stationery. The announcement is dated 1st July, 1915. The *Gazette* is manifestly not a newspaper.

H. B. Guest of the parliamentary press gallery, who has represented The Montreal *Mail* and Montreal *News* here, and who was formerly with The Toronto *News* of Toronto for some years, has enlisted as a private with the 207th Battalion of Ottawa. He is a graduate of Toronto University.

"Dick" Skuce, one time employed on the Courtright *Outlook-Tribune*, died from wounds received in action at the front. He was a cousin of the cartoonist of the Toronto *Sunday World*. He was very promising as an artist and for some time drew the "funny pictures" for the comic column in the Montreal *Herald*.

About twenty soldiers from the Petawawa military camp, took objection to the name *"German Post"* on the window of a newspaper office in Pembroke, and removed the letters and also made the threat that unless the office, which is run by E. B. Christiansen, a German-Canadian, was closed by June 15th, they would come down and wreck the plant. The police arrived just in time to prevent the probable destruction of the plant and the removal of a huge sign over the main door bearing the words *Deutsche Post*.

The late Hon. J. R. Stratton by a clause in his will directed that his executors give a 10 days' option to his brother, A. H. Stratton, and R. M. Glover to purchase for $50,000 his shares in the Peterboro *Examiner*. Mr. Stratton objects to becoming a joint purchaser with Mr. Glover, and Mr. Glover contends that he is then entitled to become sole purchaser. The contention of Mr. Glover is not upheld by Mr. Justice Middleton who thinks that if both do not become joint purchasers then Mr. Stratton is to have the first refusal of the shares.

The Toronto Advertising Club at its annual elections placed at the head of the organization for the coming year the following executives:—Hon. president, Chas. Ed. Potter; president, R. S. Coryell; vice-president and chairman finance committee, G. F. Yorke; vice-president and chairman finance committee, F. H. Rowe; vice-president and chairman vigilance committee, H. C. Herschman; secretary, Adam E. Smith; publicity committee, P. G. Cherry; entertainment committee, H. H. Holland; house committee, S. H. Staughton; educational committee, G. P. Duffield.

The report of the Toronto *Globe's* affairs, presented to the stockholders, on behalf of the Board by the president, W. G. Jaffray, showed that, despite the difficult conditions arising from the war, the finances of the *Globe* are in a satisfactory state and that the customary dividend had been paid during the year. The *Globe's* circulation is at high-water mark and remarkably free from fluctuation. W. G. Jaffray, Rev. R. A. Jaffray, A. F. Rutter, G. Tower Ferguson, P. C. Larkin and E. T. Malone, K.C., were re-elected directors by unanimous vote, and W. G. Jaffray was subsequently re-elected president.

Pte. D. G. Cuthbert, late 2nd Royal Highlanders, has been killed in action. He had been awarded the D.C.M. Pte. Cuthbert was a capable journalist. After serving some time on the *Highland News*, Inverness, he emigrated to Canada. He was a proofreader on the *Evening Telegram* in Toronto for some time. He then went to Vancouver, and from there to Sydney, N.S.W., and Melbourne. Returning to Canada, Pte. Cuthbert joined the R. A. M. C. He went through a complete course of training and went overseas and volunteered for active service in the Black Watch. He went unscathed through all the engagements in France, in which the regiment suffered so heavily, and declined the promotion which was then offered him.

A newspaper was born last week at Smithville—the Smithville *Review*, under the ownership and management of A. T. Mitchell. Smithville is a village of about 800 population, surrounded by an excellent fruit and general farming country and is situated on the railway line of the Toronto, Hamilton and Buffalo Railway, 22 miles from Hamilton, 18 miles from Welland and 16 miles from Dunnville.

H. A. Harding, of Port Rowan, reported killed, was a son of Editor Harding, of The Port Rowan *News*. He enlisted in the West and was in active service last winter at about the time when his father was publicly charged with using his publication to retard and discourage recruiting in this district. Any odium which may have been attached to Mr. Harding for his attitude on the question seems now to be wiped out.

Publishers of Huron and Perth are generally in favor of the increase in the price of weekly papers from $1 to $1.50 a year. An effort to make the plan unanimous is being made as a result of a recent convention at Stratford. Representatives of the Canadian Press Association will wait upon the wavering publishers. The Huron and Perth printers have also revised prices of printing to meet the advanced costs of printing, ink, paper, and labor.

Herbert Richards, son of an Anglican minister, of Liverpool, Eng., was ordained to the Roman Catholic priesthood in London, Ont. Mr. Richards lived for a time in Montreal, where he engaged in newspaper work with the *Gazette* and the *Herald*, and he was also for a time in such employment on the Edmonton *Bulletin*. He received his theological training after his conversion to Catholicity at the Grand Seminary in Montreal and St. Peter's Seminary in London.

To boost the project for a good road between Ottawa and Prescott, giving a connection between the Canadian capital and the good roads system of New York State, the Ottawa *Free Press* organized and carried out, over the last week-end, a reliability tour, which took in Prescott, Ont., Ogdensburg, Gouverneur, and other American cities and towns. Those who went were royally received and entertained all along the route. William Findlay, manager of the *Free Press*, led the party.

Ex-Chief of Police A. W. Gummerson was fined $20 and costs for assaulting Mayor W. J. Elliott, editor of the Ingersoll *Chronicle*, causing actual bodily harm. According to the evidence, the offence was committed on the morning of May 22. Evidence was given that Gummerson rushed the Mayor and he fell to the sidewalk, injuring his right ankle, which confined him to the house for a few days, and afterwards made it necessary for him to use crutches. The defendant says he will appeal.

Sir Mackenzie Bowell, K.C.M.G., P.C., one of the oldest members of the Upper House of Parliament, accompanied by Hon. Harry Corby, Senator since October 17, 1912, and Sir Mackenzie's son, C. J. Bowell, managing director of the Belleville Intelligencer, have been on a trip to the West. Sir Mackenzie is owner of the Belleville Intelligencer, with which publication he has been connected since 1834. He is one of the most venerable statesmen of the Dominion, being leader of the Senate from 1893 to 1896, and leader of the Opposition in the Senate 1906.

President J. G. Elliott, of the C.P.A., attended the meeting last month of the Perth and Huron Counties' Press Association. Others present were: President H. B. Elliott, Wingham *Times;* K. McLean, Seaforth *Expositor;* C. V. Blatchford, Listowel *Banner;* A. G. Smith, Wingham *Advance;* Malcolm MacBeth, Milverton *Sun;* J. W. Vanatter, Goderich *Star;* Mr. Southcott, Exeter *Times;* M. F. Dunham, Stratford *Herald;* A. E. Taylor, Stratford; Alex. Abraham, Stratford; W. Schmidt, Stratford; W. M. O'Beirne, K. W. O'Beirne, W. A. Ewart, Stratford *Beacon;* Mr. Sanders, Exeter *Advocate.*



PTE. N. A. WILLOUGHBY

Late Manager of the Seaforth *News*, now a chauffeur with the 161st Huron Battalion. Pte. Willoughby was connected with The Seaforth *News* for several years, first as foreman and finally as manager. Before leaving for London, where his regiment is in training, he was presented by the publisher of the *News* with a fitted club bag and by the members of the staff with a soldier's belt. He was an efficient workman and an aggressive business manager.

Dr. R. M. Coulter, Deputy Postmaster-General, has handed out a memorandum explaining why it costs $10 a year postage to send daily newspaper to our soldiers fighting in France. The postage is at the rate of one cent. for two ounces, which means that an average of about three cents has to be put on the ordinary issue of a daily newspaper. This amounts up to approximately $10 a year. As on previous occasions the Canadian postal authorities take refuge behind the International Postage Regulations. The rates paid by the Canadian public on newspapers to France are the same as those paid by the people of England on newspapers forwarded to the same country.

Dr. J. A. Macdonald, former managing editor of the Toronto *Globe*, is lecturing very frequently in the United States. Last month he lectured at half a dozen universities on the occasion of their Commencement Exercises, among them being three Iowa Universities—Iowa, Grinnell and Marshall. During the week of the A.A.C.W. Convention he lectured in Philadelphia. His general theme in addressing university students has been "The World Conflict of Ideas." Dr. Macdonald, it will interest many to know, continues to be on the *Globe* editorial staff, and the first editorial is very frequently his. It will be recalled that Dr. Macdonald gave up the managing editorship of the *Globe* to be free to do more lecturing, and more writing.

Mr. Isaac Hord was a delegate to the Methodist London Conference at Kingsville during the week. Under the heading, "Conference Notes" in the London *Advertiser*, on Monday, is the following about him:—

"A layman personality of the conference who always has a witty remark or timely anecdote on tap, is Isaac Hord, of Mitchell, who has been going to conference meetings since away back in 1884—or farther. He may have missed some, but not many."

The employees of Buntin, Gillies Co., wholesale stationers, Hamilton, held their annual outing at Wabasso Park last month. Baseball and races were engaged in during the afternoon. Prizes were presented to the winners of the races by the members of the firm.

"'I remember the night the first *Advertiser* came out. It was a double sheet about 18 x 24 inches; started to give the afternoon dispatches of the American war. John Cameron and I were great chums in those days.'" So said Isaac Hord, a delegate to the Methodist Conference held last month at London.

With a spirit that forecasts a most prosperous and progressive future for all concerned, London, Ontario, has launched an Ad. Club. Following an inaugural luncheon at which the get-together feeling was much in evidence, the organization was completed, and the slate of officers was recently chosen. The following are the officers: President, T. P. Elliott, of the advertising staff of Smallman & Ingram; first vice-president, John J. Foote, the McClary Mfg. Co.; second vice-president, C. L. Gray, Mason & Risch; secretary-treasurer, T. H. Yull, Federal Advertising service. Executive: H. B. Muir, *Free Press;* T. E. Walsh, *Advertiser;* Chas. Abbott, London Motor Sales; J. Whitehead, Valens, Ltd.; R. H. Dowler, clothier; Wm. Ashplant, shoe dealer; Norman Keene, Ontario Furniture Co.; E. V. Buchanan, Hydro-electric; John Crawford, Heinzman Co. The general program of the club will be a series of luncheons. At the first of these the speakers were J. C. Kirkwood, editor of *Printer and Publisher*, and Frank H. Rowe, manager of E. L. Ruddy Co., Toronto, and vice-president of the Toronto Ad. Club.

QUEBEC

The Montreal *Herald* has started a Saturday illustrated supplement on art paper.

The promotion of Capt. John S. Lewis, formerly editor of the Montreal *Star*, to be Major in the 87th Canadian Grenadiers, is gazetted.

John C. Armstrong, city editor of Ottawa *Free Press*, formerly of Montreal *Herald*, has been appointed editor of the Plattsburg *Republican*.

Albert Sevigny, Speaker of the Quebec House of Commons, and Henri Lefebvre d'Hellencourt, editor of *Le Soleil*, had an altercation during which the Speaker grabbed the editor by the two arms and shook him. Mr. d'Hellencourt ignored the Speaker and the incident closed.

J. S. Brierley, formerly managing director of the Montreal *Herald*, and Mrs. Brierley and two children have returned home from California, where they spent the winter.

Lorenzo Prince, for many years one of the best known newspapermen in Montreal, and former managing editor of *La Presse*, has been sworn in as deputy coroner to succeed the late Deputy Coroner Biron.

Pte. Reginald Lane, reported as wounded, was a former employee of the Montreal *Star*, as a linotype operator, and subsequently was on the *Industrial Press*. He was a member of the 5th Highlanders Band.

Bearing on his body the scars of serious wounds, which will remain with him as long as he inhabits this sphere. Private Paul Caty, a former Montreal journalist, who went to France at the commencement of the war to join the colors, has returned to this country, invalided from the service. He will shortly assume the duties of general-director of the St. Hyacinthe *Courier*.

Following the decision of the Montreal Board of Control to persist in "closed door" methods in holding its meetings, The Montreal *Star* has applied to the courts for an injunction to restrain the Board from excluding press representatives from its assemblies. This action is the result of the determined policy on the part of a majority of the Board to discuss public business in private.

Lieutenant Kenneth C. Campbell, who has been killed in action, was financial editor of the Montreal *Daily Mail* from a short time after its inception till he enlisted a few months ago. He is the first of the many employees of the *Daily Mail* to fall, although several have been wounded. At an early age he went to New York City and became a member of the staff of the *Wall Street Journal*. After several years of experience on Wall Street, where he gained an insight into larger financial affairs, he went to the *Financial Post*, Toronto.

Our Magazine, a monthly magazine published by the employees of the Montreal Light, Heat and Power Company, has made its first appearance. The magazine, as stated in its introduction, is issued with a two-fold object; to act as a link between the many self-governing departments of the company so as to develop a "get together" spirit, and to familiarize the employees with the work done in all the departments; and to develop a spirit of greater service towards the public. It points out that without consumers, there would be no company and that, as a consequence, each consumer should be treated with courtesy and consideration.

Despatches announce the death in action of Lieut. H. A. Davis. Lieut. Davis is a well-known Canadian newspaper man. He joined the staff of the Montreal *Dail Mail*, at the time of its organization, coming from Winnipeg where he had been employed on the *Free Press*. He was formerly on the Montreal *Herald*. At the outbreak of the war, he was one of the first to enlist, joining the 5th Royal Highlanders as a private and went overseas with the first Canadian contingent, along with another newspaper man from the same paper, viz., Capt. E. W. Ward. Both joined as privates and were promoted. Capt. Ward was in the list of casualties as wounded, and Lieut. Davis is in casualty list as killed.

John Russell, assistant business manager of the Moncton *Times*, is seriously ill.

Lieut. Gerald Cragg, only son of C. J. Cragg, editor of the Bridgewater *Bulletin*, was killed in action. He was twenty-one years old.

William Cameron, of the staff of the Moncton *Times*, has enlisted in the 145th New Brunswick Battalion.

George Swetka, of the St. John *Standard*, has been notified that his son William J. Swetka, was wounded on June 3.

Robert M. Boyd, son of the editor of the Moncton *Times*, has volunteered for the motor boat patrol service in the North Sea.

Lieut. J. Edgar March, who was editor of the St. John *Standard* before entering the service, has been wounded severely in the shoulder, and is now in the hospital at Wimereux.

A. M. Belding, editor of the St. John *Times*, has been notified that his son, Elmer Belding, aged twenty-two years, has been wounded in the arm and knee in the big battle on June 3.

A change in the management of the *Yarmouth Times* has taken place. W. F. Kempton, who took the management a few months ago has retired and it is now in the hands of the recent purchasers.

Miss Grace Fundy Huson, assistant editor of the Chatham *World*, was married on June 28, at Rosedale, Chatham, the residence of her uncle, J. L. Stewart, M.P.P., to Frederick S. Groves of Calais, Me.

The election has been absorbing everybody's attention in Nova Scotia. Paper conditions, owing to shortage of help, and one thing and another, are just as bad as ever. Outside of any election work, all the printers claim to be busy.

Prior to leaving for Valcartier with his battalion, the 115th, Lieut. James B. Dever was honored by his former associates on the St. John *Times and Telegraph*, A. M. Belding, editor of the *Times*, on behalf of the staffs, presented to Lieut. Dever, a pocket camera and a money belt containing a further gift in gold, with the best wishes of his friends.

A well organized recruiting campaign through the Counties of Westmorland, Albert and Kent, New Brunswick, for the 145th Battalion is being conducted by a committee of citizens. J. T. Hawke, of the Moncton, N.B., Transcript, is one of the principal speakers, speaking on an average three times a day.

Owing to the number of printers who have enlisted, and the difficulty experienced in replacing them, the printing shops in St. John are all working shorthanded. As business is at least up to normal, and the demands upon the printers are heavy, they are experiencing further difficulty in getting out their work promptly. Overtime work is general.

NEWFOUNDLAND

H. Y. Mott, formerly of the St. John's Daily *News* editorial staff, visited his old home at Dartmouth, N.S., the latter part of May.

H. Leader, who for several years occupied a position in the advertising department of the Vancouver *World* has returned to Newfoundland, and contemplates opening an advertising agency here.

J. W. Withers, proprietor of the *Royal Gazette*, of Newfoundland, will contest for councillor in the St. John's, Newfoundland, Municipal elections which take place the latter part of June.

Word has been received that Sergt. A. J. Manning, of the Newfoundland Regiment, was killed in action on the first of June. Sergt. Manning was of the linotype staff of the St. John's *Herald*, and was one of the earliest ones to enlist at the outbreak of the war.

J. D. S. Barrett, who has been spending some months at his old home in Newfoundland, proceeds to Western Canada shortly to look after some interests which he has in the printing business. Mr. Barrett has had several years newspaper experience in the Prairie Provinces.

Thomas Hennebury, of the 52nd Battalion, C.E.F., was killed in action in Flanders on May 27. This young soldier was the son of Mr. Geo. McF. Hennebury, of the St. John's *Evening Telegram* staff. He was residing in Canada at the time the war broke out, where he enlisted. Two other sons are serving in the Newfoundland Regiment.

A. L. Barrett, manager of the Curling *Western Star*, visited St. John's on business the latter part of May. He goes to St. John's again in July to attend the biennial session of the Anglican Synod, which opens in that city on the 4th July. He will also visit Trinity Conception and Placentia Bays, and the paper mills at Grand Falls.

Among the Birthday honors conferred by the King this year, is a C.M.G. to H. W. LeMessurier, the permanent head of the Newfoundland Customs Department. The recipient is an old newspaper hand, having for several years very successfully edited the St. John's Evening *Herald*. Mr. LeMessurier ranks to-day among Newfoundland's most fluent writers.

Editor Temple of the Twillingate *Sun*, recently made a visit to some of the places at the south side of Notre Dame Bay. Mr. Temple issued a special souvenir number of the *Sun* as an Empire Day donation to the Patriotic Fund. The edition which was well illustrated with views of many of those who have joined the colors from Twillingate and vicinity, commanded a ready sale and netted a substantial sum for the purpose for which it was donated.

Harry A. Winter, B.A., succeeds Dr. Lloyd as editor of the St. John's Evening *Telegram*. Dr. Lloyd, as previously noted, has decided to go into active practice of law, and withdrew from the editorship of the *Telegram* on the 10th June. Mr. Winter, his successor, is a son of the late Sir James Winter, at one time premier of Newfoundland, and one of the most brilliant members of the Bar that Newfoundland has ever produced. Young Winter is also a lawyer of considerable ability. He is a Rhodes scholar, and in literature he has already won laurels.

The Dead

David Bell Elder, for many years traveler for Miller & Richard, died in the Western Hospital, Toronto, Friday, June 23. Of late years Mr. Elder has been a City Hall employee.

F. W. Avery, a prominent Ottawa lumber man, is dead. He was a director of the Riordon Paper & Pulp Co.

Charles E. Timson, of Hamilton, is dead. Mr. Timson for many years was a press operator with the *Spectator* Printing Co.

James Berwick, Norwood, Mass., President of the Norwood Press, and a former head of the American Typothetate, is dead.

Wm. A. Jenner is dead. For the last few years Mr. Jenner was employed in the circulation department of the *Herald*, Perth County.

A well-known publisher in the person of Ferdinand Poirier, is dead in Montreal. For about thirty years he was the publisher of *Le Samedi* and *La Revue Populaire*, papers which he had founded. He was 57 years of age.

Harry Mander, a well-known printer, died recently in Hamilton at the age of 70 years. Mr. Mander was for many years on the printing staff of the *Mail and Empire* in Toronto. Several years ago he retired on a pension from the Typographical Union.

Pte. Richard Skuse, formerly of the reportorial staff of the Montreal *Herald*, has died of wounds received in action. The late Pte. Skuse was about 21 years of age. For some time he was a member of the staff of the *Herald*, then later he was with the advertising department of the G.T.R.

Andrew E. Whinton, proprietor of the Weston *Times* and *Guide*, is dead. The deceased was a well-known printer, having been with the Hunter Rose Company, Copp Clark's and the Monetary *Times*. For the last 10 years he had edited the Weston *Times and Guide*. He was 67 years of age.

Acton Davies, former dramatic critic of the New York *Evening Sun*, and recently literary adviser to leading theatrical managers, is dead. Mr. Davies was born in St. John, N.B., 46 years ago. He went to New York in 1887, and gained a reputation as one of the foremost members of his profession.

Wm. E. Meredith, for many years foreman of Roswell & Hutchinson's, died at his residence, Dovercourt road, Toronto. For the past 20 odd years Mr. Meredith was an officer of the Customs Department, Toronto. Rowsell & Hutchinson's, on King street, near Church, was one of the most famous of the old time print and book shops of the last half of the nineteenth century.

Joseph Thomas Rolph, vice-president of Rolph & Clark, Limited, lithographers, Toronto, is dead. Mr. Rolph, who was born in England, came to Canada early in life. He was founder of the firm of Rolph & Clark. An artist himself, he was a member of the Ontario Society of Artists, and always took a lively interest in paintings and sculpture. In his later years he led a retired life, and ceased from active participation in the business of his firm some time ago. A brother, Frank Rolph, is president of Rolph & Clark.

Richard J. Cashman, for forty-five years continuously an employee of the Toronto *Globe* mailing room, is dead. He was born in Ireland sixty-seven years ago, and with the exception of about seven years he spent his lifetime in Toronto, witnessing many changes. When Mr. Cashman entered the *Globe* mailing room, the *Globe* was a large, four-page paper printed one side at a time on a large cylinder, direct from the type. The paper was at that time, too, fed into a folding machine by hand.

Jean Webster, who in private life was Mrs. Glen Ford McKinney, and well known as a writer and dramatist, died Sunday, June 11, in New York city. She became famous as an author through the writing of a series of the "Daddy Long-Legs" stories, but not until they were put into play form did she obtain recognition as a dramatist. Mrs. McKinney was a daughter of the late Charles L. Webster, the publisher, and a grand-niece of Mark Twain. She was born in New York city, and was a graduate of Vassar College.

William H. Albery, a well-known job printer, of Brockville, is dead. The late William Hawkins Alberry was born in Horsham, Sussex, England, in 1847. Early in life he learned the trade of printer and this he followed till his death. At the age of 23 he came to America and for 20 years he was foreman of the job printing office of the Ogdensburg *Advance*. In the autumn of 1901 he purchased his present plant from W. W. Walker, now proprietor of the Perth *Courier*, and he had since conducted the business.

James McKenzie Robertson, for 27 years with The MacLean Publishing Company, and formerly its secretary and purchasing agent is dead, at age 45, of heart trouble.

Mr. Robertson began in the composing room, but was afterward transferred to the business office, where he showed such marked aptitude and ability that promotions came rapidly and he was finally appointed secretary of the company. Of later years ill-health necessitated the relinquishment of his more arduous work; and, for some time prior to the end, although still connected with the organization, it had been impossible for him to attend at the office. He continued, however, to serve the company up to the time of his death doing special work.

Oswald S. Ottley, aged 84, is dead in Detroit. He is credited with being the father of modern immense poster display advertising in the United States. He was born at London, England in 1832. On a trip to England in 1864 he induced his relative, the late William E. Earl, an artist and engraver on the *Illustrated London News*, whose father was the pioneer poster engraver of London, to come to Detroit with his family. Then little was known of the engraving art in Detroit. Oswald S. Ottley and William E. Earl associated, and together designed and produced wood cuts for commercial and theatrical advertising that soon were in great demand in the United States. This was the birth of the present great outdoor display advertising or poster William E. Earl continue the engraving business of their father.

James Somerville, a veteran Canadian journalist, is dead, just the Canadian Press Association is about to hold its annual meeting. He was born in Dundas nearly eighty-two years ago. He served his apprenticeship in the Dundas *Warder*. At twenty years of age he became editor and proprietor of the Ayr *Observer*. Four years afterwards he established the Dundas *True Banner*, which he conducted until 1886.

But journalism did not exhaust his capacity for public service. He filled every municipal office in the gift of the people of Wentworth. He was councillor, deputy reeve, reeve, warden of Wentworth, and Mayor of Dundas. He was a member of the Parliament of Canada for eighteen years. He was chairman of the Railway Committee of the House of Commons for several years.

Roy Somerville, a son of the deceased, has made a name for himself in journalism, being now advertising manager of the London *Punch*. He is a worthy successor of his father, and has adapted himself to the conditions of a new generation.

PETERBOROUGH TYPOGRAPHICAL CONFERENCE

The fifth annual convention of the Ontario Conference of Typographical Unions was in session in Peterborough on June 9 and 10. Amongst other matters dealt with were the apprenticeship system, the sanitation of printing offices, the discussion of the payment of the dues of members now serving in the Canadian expeditionary forces, for there is not a local of the craft in the province but has its quota of members represented in the overseas contingents, and the payment of their dues to maintain them in good standing in the International Union and thus entitle them or their dependents to receive benefits in case of injury or death, has grown to be a somewhat serious problem. Up to this time these dues have been paid out of the local treasuries, and in some localities the locals have levied an assessment upon the stay-at-home membership for the purpose of maintaining the finance intact. The president of the Conference is Charles P. Doughty, of Guelph, who was also elected as the presiding officer of the Labor Educational Association of Ontario at the convention of that organization held in Berlin recently. Walter Barrett, vice-president of the I.T.U.; H. Stevenson, of Toronto, and secretary-treasurer Obermeyer and Factory Inspector Burke gave addresses. Mr. Barrett stated that the Canadian scale of wages for the printers is too low, and suggested that steps be taken to present demands for adequate increases when the war is over.

News Items

Charles E. Compton of the Ottawa *Evening Journal* editorial staff and Miss Emma Eva Coyles were married. Mr. Compton was formerly on The Kingston *Standard* staff.

The Stratford *Daily Beacon* had a 2-page feature in a recent issue, one page being headed "Build Your Own Home," the other, "Ideal Home Furnishings." Related advertising was secured in goodly measure. The *Beacon* has another feature, "Made in Stratford," consisting of small card spaces.

Following the precedent of the Toronto *Globe*, the *Mail and Empire* of that city has suspended the publication of its weekly edition. The farm papers and magazines seem to have supplanted the once powerful weekly editions of the dailies.

C. Blackett Robinson, of Ottawa, was a recent Toronto visitor. Mr. Robinson, now approaching four score years, carries his 6.2 stature as erect as he did when a young man. He looks well, and received many a warm hand clasp from old Toronto acquaintances.

* * *

H. J. Logan, printers' and binders' machinery, Toronto, reports May as the best month's business for two years.

Offsetting, smudging and slip-sheeting will stop if you use a ½ oz. of Dymol, and it costs only $3.50 a gallon. *Printer and Publisher* is convinced: we use it in our press room.

The Miller Saw-Trimming Co., Pittsburgh, announce the opening of a salesroom at Beekman and Gold Streets, New York City.

In this new salesroom Miller Saw-Trimmers and Miller Platen Press Feeders are ready for inspection and demonstration. Warren A. Fowler is manager.

Publishers are paying considerable attention to the wide spacing of typesetting machines. It has been figured out that a column would be saved if less space were used between words. This saving on a seven column page would amount to a considerable saving in the paper bill. The problem is one that the manufacturers of typesetting machines should be able to solve.

PRINTERDOM

News Items

The Walker Press of Paris purchased a Delphos press from Stephenson, Blake & Co. The Walker Press is one of the most progressive in the province.

The latest customary monthly "List of Papers in Stock," issued by the Canada Paper Co., tells plainly its tale of depleted stocks. The list for June shows practically no white papers.

F. F. Ester of the Lanston Monotype sales department, Montreal, has been moved to the Toronto office of the Monotype. Mr. Ester was one of the most popular salesmen of the eastern provinces and Newfoundland. He is also an enthusiastic Noble of the Mystic Shrine.

S. Evans Clark, printers' expert, New York, has withdrawn from the Secretaryship of the proposed National Graphic Arts Exposition, scheduled to be held in New York this autumn. The almost insuperable difficulty of promoting this exposition in face of the one to be held at Madison Square Gardens is given as the reason for his resignation.

Sir Daniel Morris, K.C.M.G., before the Royal Society of Arts, London, read a paper on "The Forest Resources of Newfoundland." Lord Northcliffe, who was present, with a speech which was eloquent testimony to his knowledge of forestry, wood pulp and paper-making, said that the *raison d'etre* of the great pulp and paper-making plant at Grand Falls, Newfoundland, (owned by the Harmsworth interests), was that he firmly believed tht Germany was determined on war with this country, and, therefore, he took the precaution to build a plant which should make his newspapers independent of all foreigners. He was rather bitter in his reference to the way in which the Imperial Government had neglected to afford adequate support and encouragement in the development of such an important integral portion of the British Empire, teeming with natural resources, as Newfoundland. Adding caustically, that had this colony been in possession of the Germans it would have speedily been developed to its fullest extent.

LOW COST ELECTRIC METAL POT HEATING

The application of electric heating to the metal pots of linotypes and similar machines has advanced to a quite appreciable extent the quality of the work produced. Many users of these electrical heaters have said that they would continue to use them even though the cost of the current were several times the present figure. As a matter of fact, however, the cost for electrical service of this kind has been steadily reduced, until at the present time there are probably but few places where it would not be actually cheaper than any other method of heating. Especially true is this of the districts where gasoline is still employed. Not content with the present state of affairs, the Mergenthaler Linotype Company are carrying on a nation-wide campaign for the downward revision of the existing rates for electrical heating.

UNIFORM ESTIMATE BLANK

At a recent meeting of Montreal Printers' Board of Trade, a resolution was passed to draft a Uniform Estimate Blank with the selling prices printed thereon. After full discussion of Cost of Production in the different departments, it was decided to issue a revised Uniform Estimate Blank inserting the selling prices of the various operations.

This Estimate Blank is now ready, and doubtless a copy can be had on applying to the organization's offices, Room 501, Gillette Building, 73 St. Alexander St.

THE PATENTING OF TYPE FACES

There has been referred to the Committee on Patents in the House of Representatives in Washington, a bill known as H.R. 6458, the purpose of which is to permit the patenting of type faces so as to prevent their duplication by makers of Type Casting Mochines. The type founders have for years been attempting to have such legislation passed by Congress, but have not been successful in the past.

The patent office has always given designers of original type faces ample protection in the past, but has refused to issue patents on most of the type faces for which application was made for patent protection, taking the ground that these type faces disclosed nothing new or original, but were merely composites of old type designs that had been in existence for hundreds of years.

This matter is of prime concern to the makers of type-casting machines, and in a secondary way to those using type-casting machines. The type-caster makers are carrying on an aggressive campaign, the object of which is to defeat the proposed legislation.

SMALLER PAPERS

The scarcity of news print threatens to become very serious in Western Canada. Owing to floods, paper mills located at St. Francis may be compelled to shut down for sixty days, and a large paper mill on the American side, which receives power from the same source, will be similarly affected, practically putting out of business some sixty-five newspapers in the United States.

The quantity of news print required to meet such a situation is so great that it cannot be met by the Eastern paper mills.

All the Winnipeg papers and many of the Western papers who receive their supply from the same source, will be forced to take radical steps to meet the threatened paper famine.

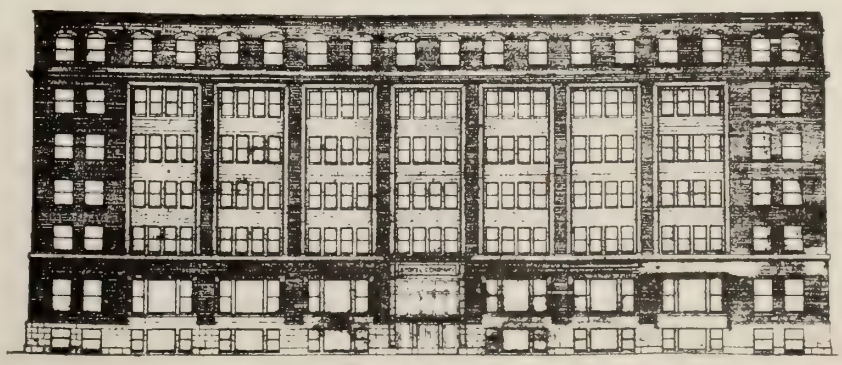
STOVEL COMPANY'S NEW BUILDING

The contract has been let and work has already commenced on a large, new plant for the Stovel Company, Winnipeg, to be erected at the corner of Bannatyne Avenue and Dagmar Street, immediately to the rear of the Carnegie library.

The accompanying illustration shows the architectural design of the fine, new eight-storey plant. The foundation will carry the eight floors, and three of these will be completed for present requirements. The building throughout will be reinforced concrete.

This plant will be one of the most complete in Canada. The total floor space of 84,000 square feet, as compared with 33,000 square feet in the old building, will give ample space for accommodation of the most modern machinery that is obtainable. All branches of work previously carried on by the company will be executed by up-to-date methods in the new plant.

Orders were placed by wire for new equipment immediately the fire occurred; with the result that new machinery is now in the city being erected, and business will shortly be going on almost as usual. In the meantime orders are being taken care of by the company in auxiliary plants and in other places, the offers of practically all the other printing establishments in the city being gratefully accepted.



New building being erected for the Stovel Company, Winnipeg, to replace the one recently destroyed by fire. Three storeys will be finished at once to enable the company to continue its business under its own roof.

GRAPHIC ARTS ASSOCIATION OF THE A. A. C. W.

The following subjects were taken up at this departmental conference of the A.A.C.W. in convention last month at Philadelphia:

How to Induce Printers to Live Up to Cost Systems and Sell at Cost Plus a Profit.

How to Make Added Sales in Old Markets

How to Reach New Markets.

Competition Between the Small Town and the City for the Trade of the City Buyer.

Dull Papers vs. Coated Papers in Advertising Literature.

How to Live Up to the Slogan "Truth" So You Could Notice It.

Quality Value in Drawings and Photo-Engravings.

Class Distinction in Photo-Engraving.

Value of Quality in Electrotype Plates.

The Relation of the Advertising Man to the Printer, from a Printer's Point of View.

What is a Legitimate Selling Cost for Printing?

What is Art in Printing?

Qualifications for Service Printing.

Direct-by-Mail Advertising—The New Idea in Printed Salesmanship.

What a Printer Should Know About Advertising.

The Printer and the Advertising Agency: (1.) As the Agent Sees It. (2.) As the Printer Sees It.

PAPER CONSERVATION

In a circular letter sent out by E. I. Du Pont de Nemours & Co., manufacturers of explosives, appears the following anent the conservation of paper:

> "The solution of this problem is largely in the hands of advertisers and business houses in general. For instance, we had a plan to double the size of our house organ with a circulation of 200,000 per month, but have decided to suspend this matter for the present rather than to further disturb the paper market. We will also, until the situation is relieved, publish every other month instead of every month.
>
> "All our offices will be immediately supplied with half-size letterheads to be used for short letters.
>
> "We will do no circularizing not absolutely necessary.
>
> "In every other way that will not seriously interfere with our business, we will make an earnest effort to conserve paper.
>
> "One more important point is to see that all waste paper is resold rather than burned. Our Advertising Department has a regular monthly income from the sale of old paper and obsolete electrotypes, half tones and line cuts. If every advertising manager will look over his stock of cuts and sell the metal of those that are no longer needed, it will help the metal market and will help prevent prices of cuts and electrotypes from going higher."

Good counsel is contained in the foregoing.

BINDERY PRODUCTION RECORD CAMPAIGN

The campaign being conducted by the Price List Committee of the United Typothetae and Franklin Clubs of America is creating considerable interest abroad as well as within the boundaries of this country. When a printer can compare the output of different operations in his plant with the average production as shown on the Composite Bindery Production Records, he will be obtaining valuable information as to the efficiency of his bindery.

Every printer knows the value of the Composite Statement of Cost of Production, because the co-method of obtaining the costs is standardized. This is exactly what is being accomplished by collecting production records along standardized methods. Operations, sizes and machine are standardized, and every printer is compiling data upon the blanks devised by the Price List Committee.

The following averages just received from a printer who has been compiling records of bindery production for some time past are published for analytical purposes. Would you consider them good averages in your shop?

WIRE STITCHING—UPRIGHT

12 pp. with Extended Cover

No. of jobs from which records are compiled.	Size of Page.
7	3⅜ x 6¼ to 5¼ x 7
2	5½ x 8 to 7 x 10½
3	8 x 11 to 10½ x 14

Average Books Per Hour.	Maximum Books Per Hour	Minimum Books Per Hour.
650	934	394
634	792	542
475	503	390

There are a number of printers operating binderies who have no records of production and consequently do not know whether the foregoing productions are good or poor averages. To these printers it is self-evident that they should enter this campaign and collect records of bindery operations for their own benefit. National headquarters will supply the sample blanks and explain the method to employ. The mutual interchange of records will be of value to all concerned, and the industry will be greatly benefited by the composite report.

NEW YORK TIMES IN THE MAKING

Delegates to the National Editorial Association Convention in New York City last month visited the big newspaper plant of the New York *Times*. In groups, and under expert guides, they were taken through the building from top to bottom, and saw everything there was to see from the wire room to the shipping platform.

The big battery of five Model 9 four magazine linotypes, which handle the bulk of the paper's advertising (there being forty-five other linotypes to handle the various other elements of the make-up), was of greatest interest to visitors.

In order that the delegates might have some souvenir of their visit this section of the plant was interestingly dealt with in a 12-page booklet fully illustrated and showing speciments of the work produced on the linotypes. This booklet gives many interesting facts about the *Times*, some of which are that the *Times* consumes 2,000 pounds of ink and 100 tons of paper each day; that it employs 175 members of the New York Typographical Union No. 6, and that 50 fast and smoothly working linotypes are used in producing the daily issues of this paper. On the back cover is shown a diagram of its well-planned composing room.

This little publication has proved so popular that an additional limited number has been printed up for circulation among those who may be interested. While the supply lasts copies can be obtained by writing the Mergenthaler Linotype Company at New York, or Canadian Linotype Limited, Toronto.

ABITIBI PULP CO.

Shareholders in Abitibi Pulp & Paper Company will be interested in knowing that their company in March took first place among Canadian newsprint manufacturers, in regard to the volume of daily output. The approximate figures of daily output are as follows: Abitibi, 225 tons per day; Laurentide Pulp & Paper Co., 200 tons per day; Price Bros., 180 tons day; J. R. Booth, 135 tons per day, and Belgo-Canadian, 127 tons per day. There are other producers of newsprint, but these companies are the largest.

PREVENTS OFF-SETTING

Dymol, a preparation used by such printing houses as Colliers, New York, Saults & Pollard, Winnipeg, and the Reid Press, Hamilton, is guaranteed by its manufacturers to prevent off-setting. The makers claim that it does not deaden colors, but adds to their brilliancy, and prevents crystalization of ink. The Roberts Chemical Co. of New York, make it.

MONTREAL TYPOGRAPHICAL UNION

The result of the balloting for the officers of Montreal Typographical Union, held on May 24th, is as follows: President, Thomas Black (*Herald-Telegraph*); Vice-President, J. T. Edward (*Star*); auditors, A. O. Phillips (*News*), J. T. Edward, A. G. Vaughan, (*Star*); S. G. Cloake (*Star*); executive committee, T. H. Flawn (*Herald-Telegraph*); Thomas Healey (*Herald-Telegraph*); J. T. Edward, E. C. Mill (M.T.U. office); M. Fruchtman (Herald Press); W. R. Fiersin (*Star.*)

MILLER PLATEN PRESS FEEDER

The mechanism, made by the Miller Saw-Trimmer Company, Pittsburg, is described as "A printing prodigy" by some of the offices in which it is installed. It will register with accuracy, a dozen colors if necessary. It will feed 2,000 per hour and register. If a sheet should happen to go wrong or if it should fail to print a single time, an automatic throw-off throws off the press so that there is no off-setting. At the same time a bell rings to notify the office that nothing is being printed.

NEW WAGE SCALE

The Toronto newspaper proprietors and the Toronto Typographical Union No. 91 reached an agreement on the new wage scale. The scale expired June 30, 1915, and the union generously agreed to extend its life at the old figure till June 30, 1916. An advance of $1 per week was agreed on for one year. Day work is now paid for at the rate of $22 for 48 hours; night work $24. Apprentices secured an advance of $3 per week, spread over the term of apprenticeship. But apprentices must take the I.T.U. technical course of instruction and also attend the Toronto Technical School.

General

W. Van Hinkle, assistant secretary United Typothetae and Franklin Clubs of America, has been appointed secretary of the Printing Trades Secretary-Manager Association, succeeding H. W. Flagg, who quite recently resigned that office.

An unusually large number of estimates have been received by the Service Bureau of the United Tqpothetae and Franklin Clubs of America within the past two weeks, which is a good indication of how the membership values this service.



Tinned Stitching Wire

High-Grade Quality

MADE IN CANADA

BY

THE STEEL COMPANY OF CANADA

HAMILTON LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

MODERNIZE

The Progressive Printer now appreciates systematic material for Modern Printing

THE prevailing method a few years ago for giving the desired emphasis in type display was severe contrasts and eccentricity. Those printers who study the need of the advertiser realize that this method does not guarantee real distinction, while better and far more pleasing results are attained by a judicious use of suitable Types and Material. Our products have enabled printers to meet the wishes of clients and give them modern printing.

STEPHENSON, BLAKE & CO., 60 Front St. West, Toronto

C. H. CREIGHTON, Manager

Mr. Publisher Let me make you acquainted with Mr. Advertiser

I can provide you with the names and addresses of more than 2,000 buyers of advertising in Canada.

Better still, you'll know the name of the man who directs the advertising, and of the agency which places the contracts.

Also a list of 225 agencies placing business in Canadian mediums, showing what advertising they place.

And an index to over 500 advertised products whose advertising does not usually disclose the name and address of the advertiser.

Who's Who in Canadian Advertising

A Guide to 2000 Buyers of Advertising in Canada

W. A. LYDIATT, Publisher, 53 Yonge St., Toronto

This book ought to prove a boon to any publisher who is anxious to increase his volume of foreign advertising. It is the first and only guide to those who buy for those who sell advertising - obtainable only in WHO'S WHO at a mere fraction of the cost of getting the information in any other way.

There are convenient memo pages for notes, changes, additions, etc.

253 pages, pocket-size, leather-bound. Obtainable only on receipt of the price, $5.00, from the publisher.

U.S. Papers Have South American Bureau

BEARING credentials from thirteen important North American newspapers as director of their South American office, George A. March left New York last month to return to Buenos Ayres. For the past two months Mr. March has been in the United States gathering statistics and material for his South American bureau. The newspapers he will represent are: New York *Evening Post*, New York *Tribune*, Minneapolis *Journal*, Baltimore *Sun*, St. Louis *Globe-Democrat*, Cleveland *Plain Dealer*, Buffalo *Evening News*, Boston *Globe*, Washington *Star*, Chicago *Tribune*, Chicago *Daily News*, Philadelphia *Record*, Pittsburg *Post*.

Some day a group of Canadian newspapers may maintain a similar bureau in the United States to make better known Canada and themselves to American space-buyers. At the recent annual meeting of the Canadian Press Association, John F. MacKay, business manager of the Toronto *Globe*, said: "I am sure that every publisher who has been to the United States has come into contact with the mass of misinformation there is in connection with Canada to-day. I believe that our foreign business would be much greater than it is if the facts were known on the other side of the line."

In the meantime PRINTER AND PUBLISHER urges the employment of the agency of co-operative advertising by a group of Canadian publishers in American publications read by sales and advertising managers. The cost per publisher of participation in a plan of this sort is inconsiderable, and always publicity should be employed by publishers to sell their mediums. Publicity, however, requires to be supported by other agents, and a Bureau of the sort suggested would be a fine ally.

Book Review

ROMANCES OF MODERN BUSINESS. By Felix Orman.

This publication is an amplified reprint of a series of "romances" written by Felix Orman as part of the promotion work of the Quoin Club; the name by which the National Periodical Association of the United States is generally known. They have been brought into booklet form because of frequent enquiries for them, and to give a stimulus to advertising beliefs and practice among those of weak faith. It is interesting to record that the tremendously successful farce, "It Pays to Advertise," owes its inspiration to the original publication of this series of articles.

The "romances" consist of brief stories of the inception of national advertising campaigns, and the rise from small things and obscurity of such advertisers as The L. E. Waterman Company, Robert H. Ingersoll & Brother, the H. J. Heintz Company, the Ostermoor Company, the Eastman Kodak Company, the Victor Talking Machine Company and other great general advertisers.

Circulation Men Meet

AT THE Grand Rapids meeting of the I.C.M.A. last month James R. Henderson, Montreal *Gazette*, and W. L. Argue, Toronto *Star*, were elected to the board of directors. Throughout the sessions the retiring president, J. N. Chevrier, Montreal *Le Devoir*, presided. John M. Schmid. Indianapolis *News*, is the new president. Economy and newsboy welfare work are two projects to which the Association has definitely pledged its energies for the coming year.

Among those from Canada who attended the Convention were:

A. J. Hilliker, Calgary *Herald*; R. R. Leitch, Edmonton *Journal*; R. D. M. Decker, London *Advertiser*; James R. Henderson, Montreal *Gazette*; J. N. Chevrier, Montreal *Le Devoir*; G. A. Disher, Ottawa *Citizen*; T. V. Armstrong, Ottawa *Journal*; R. A. McCleary, Toronto *Globe*; W. J. Darby, Toronto *Mail and Empire*; W. L. Argue, Toronto *Star*; Wm. Elder, Toronto *Telegram*, and F. T. Henderson, Vancouver *Province*.

Photo-Engravers Indicted

THE New York Photo-Engravers Board of Trade have been indicted, charged with violation of the Donnelly anti-trust law. The indictment is the result of an extensive investigation—this after the Photo-Engravers Board of Trade had professedly abandoned their price agreement. It is alleged that old prices were maintained and that competition was not restored.

We make a specialty of **Electrotypes from Halftones.**
Out of town orders promptly attended to.
The National Electrotype and Stereotype Co., Ltd.
R. H. MILN, Manager
229 Richmond Street West TORONTO, ONTARIO

Don't forget to write the advertisers and when you do, don't forget to mention Printer and Publisher.

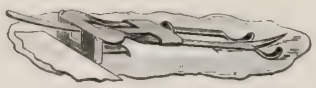
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

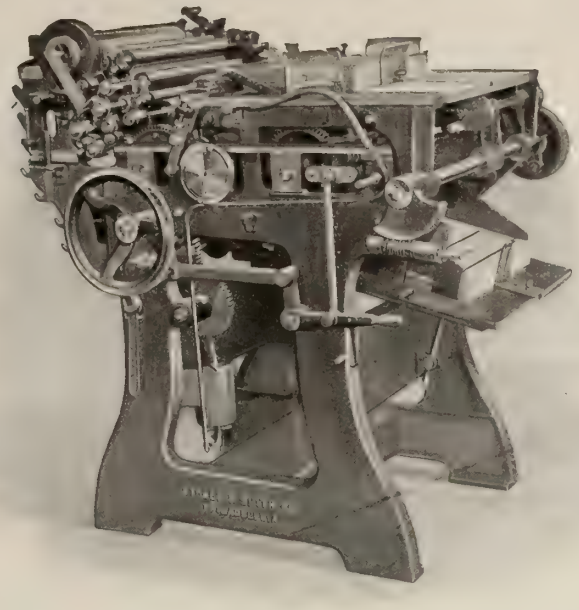
Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

The House of Satisfactory Service

PRINTING MACHINERY, Material and Composing-Room Supplies. Electrotypers and Photo-Engravers Machinery and Supplies. Anything you want at the lowest price possible.

NEW YORK PRINTING MACHINERY COMPANY, Inc.
SUCCESSORS TO THE NEW YORK MACHINERY CO.
The Fastest Growing Supply House in New York A. C. NAUMAN President 60 Beekman Street, New York City



You Can Smile with or at your competitors all the time when you use a

RAPID ROTARY

90% of your estimates will find their way right back **to you.**

SERVICE—PRODUCT—PROFIT

WRITE FOR PARTICULARS AND CATALOGUE TO

GEO. A. TODD 826 TRADERS BANK BLDG. PHONE MAIN 1382 Toronto

Printer and Publisher,
Toronto, Ont.

Dear Sirs:—Enclosed find money order in payment of statement. Kindly discontinue this advertisement, as I have sold the machine. ONE INSERTION DID THE TRICK.

Yours truly,
ANDREW KING.
Enterprise, Roulou, Sask.

Mr. King advertised a press in the want ad. page. **"One insertion did the trick."** The last sentence tells the story in five words. Printer and Publisher want ads. bring buyer and seller together.

Buy of the Maker

One of our largest railroads wanted 50 Lumber Hammers. Inspected our plant and service. They gave us the order in confidence.

We manufacture Steel Stamps and Dies of all kinds, Stencils, Time Checks, Tally Registers, Lumber Hammers, Inspectors' Brands, Merchandise Checks, Medals, Police and Firemen's Badges, Wagon Licenses, Dog Tags, Auto Plates, Memorial Plates, Brass Signs for Doctors or Business Houses, and for the trade under personal supervision.

THE J. F. W. DORMAN CO.
BALTIMORE, MD., U.S.A.

Classified Advertising

FOR SALE

FOR SALE — THE WARDER NEWS-paper and job printing plant, Lindsay, Ont. Daily and weekly. Politics, conservative. Population, 8,000, splendid farming district. This is a paying concern but must be sold to close estate. Price and terms reasonable. For further particulars apply The Allan Gillies Estate, Lindsay, Ont.

WANTED

WANTED—ALL ROUND PRINTER TO take charge of mechanical end of small weekly in British Columbia on partnership basis; no capital required; no debts to meet; excellent opportunities for reliable ambitious young man. Apply stating qualifications and references to Omineca Herald, New Hazelton, B.C.

EQUIPMENT FOR SALE

PERSONS' LOGOTYPES ARE DISPLACing machine composition. Empire Type Foundry, Buffalo, N.Y.

WASHINGTON PROOF PRESS IN GOOD condition, will accept reasonable offer. Box 516, Printer and Publisher, 143 University Ave.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE A HOE DRUM CYLINDER printing press, in good condition, Cecil, quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont.

HOYT'S TYPE METALS

embody every scientific and practical improvement derived from a forty-year metal-mixing experience, and are absolutely unequalled, not only in their casting qualities, but in the DURABILITY OF THE METAL UNDER PRESSURE.

Furthermore, owing to the charge and thorough mixing of Hoyt ingredients, there is CONSIDERABLY LESS PRESSURE, while the additional life that these type metals give the matrices is a feature worthy of careful consideration.

We solicit a trial of our Hoyt's Faultless Linotype, Hoyt's Combination, Hoyt's Standard Monotype, and Hoyt's TypeCasting Metal.

GET IN TOUCH WITH US TO-DAY.

HOYT METAL COMPANY
Eastern Ave. and Lewis St., TORONTO

Buyers' Guide

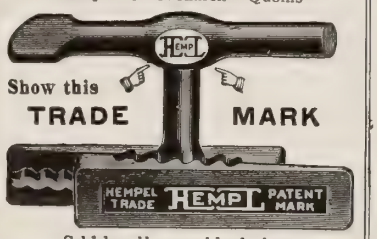
PAPER

All Kinds for Printers, Lithographers, Binders.

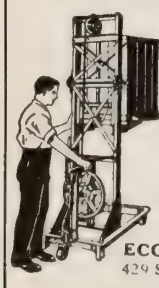
Doty & Scrimgeour Sales Co.
74 Duane St. New York, N.Y.

TICONDEROGA PULP AND PAPER CO.
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

All GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Sold by all reputable dealers
Manufactured exclusively by **H. A. HEMPEL**
THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.



The leading Printers and Publishers of the world have found this machine a great labor and money saver.

There are so many ways in which the Economy Safety First Portable Tiering Machine may be used that it will pay you to write for full information and particulars.

ECONOMY ENGINEERING CO.
429 S. Washtenaw Ave. Chicago, Ill.

SPECIFY
HERCULES STEEL CHASE
(For Sale by All Dealers)
AMERICAN STEEL CHASE CO.
27 Beekman Street, New York City

AUTOMATIC JUSTIFIER
Geo. A. Todd, 152 Bay Street, Toronto.

BALERS, WASTE PAPER
Anglo-Canadian Type & Printing Machinery Co., Ltd., 96 Spadina Ave., Toronto.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER
Albermarle Paper Co., Richmond, Va.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER
Herman Roser & Son, Glastonbury, Conn.

BOOKBINDERS' MACHINERY
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CIRCULATION EXPERT
John S. Scott, 343 Crawford St., Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
Dexter Folder Co., 200 5th Ave., New York.
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
New York Machinery Co., 60 Beekman St., New York.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPING AND STEREOTYPING
National Electrotype & Stereotype Co., Ltd., 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Miller & Richard, Toronto and Winnipeg.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

FLEXIBLE GLUE
Bayard & Co., Inc., 29 Broadway, N.Y.

GUMMED PAPER MAKERS
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

JOB PRESS GAUGES
Megill, Ed., 60 Duane St., New York City.

LOOSELEAF BINDERS
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES
Wing, Chauncey, Greenfield, Mass.

METAL TYPESETTING MACHINES.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

OFFSET PRESSES
Walter Scott & Co., Plainfield, N.J.
Geo. A. Todd, 152 Bay Street, Toronto.

McFARLANE, SON & HODGSON, Limited
WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

ATTENTION
OLD TYPE—BRASS
Copper, Zinc, Electro and Stereotype Plates and Old Brass
Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.
J. C. & L. W. EPSTEIN CO.
378-380 Front Street East, TORONTO
Ship us your scrap iron, rubber and paper.
Write us for Quotations

FASHIONS
WEEKLY—grouped half-tones.
DAILY—alternate line and half-tone.
The International Syndicate
Feature for Newspapers
Est'd 1899 BALTIMORE, MD.

UHL SAFETY HAND GUARD
AMERICAN PRESS GUARD COMPANY
GRAND RAPIDS, MICHIGAN

ROLLERS
We give prompt delivery, lowest prices and complete satisfaction.
Order your rollers in time to give them opportunity to season.
Winnipeg Printers Roller Works
175 McDermot Ave., Winnipeg

Buyers' Guide

COLLECT UP

Turn over to us your past due subscription accounts—let us turn them into cash for you. **No Collection—No Charge—Prompt Returns.**

Read what the publishers of the St. John News say of our service:

St. Johns, P.Q., March 31st, 1916.

The Canadian Mercantile Agency, Ottawa.

Gentlemen:

We beg to acknowledge the receipt of your statement of collections and cheque covering the balance due us after your commissions have been deducted, and in doing so we wish to express our appreciation of your promptness in making settlements.

We do not know your system of handling delinquents, but it must be a good one, for in all the accounts we have sent you, we have not had one complaint from the delinquents as to your method of collecting, and, with the exception of those who had refused our publication previous to our sending you the account, WE HAVE NOT HAD ONE SUBSCRIBER DROP THE PAPER on account of the methods employed in collecting.

So far as concerns our dealings with you we will be pleased to recommend your firm to any one having difficulty in collecting their due.

Yours very truly,

E. R. SMITH COMPANY, LIMITED,
A. MacLean, Sec.-Treas.

We can do as well for you. Try us out with a list. It will pay you. We will treat you honestly and promptly and not offend your subscribers.

References: The Bank of Ottawa and many of the leading publishers, for whom we have been producing satisfactory results for the past six years.

The Canadian Mercantile Agency
Ottawa, Ont.

KEYBOARD PAPER

for your MONOTYPE MACHINE

COLONIAL COMPANY
Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

THE LEVI'S

DEALERS IN

PRINTERS' WASTE MATERIALS

100 John St., Toronto, Canada

WASTE PAPER, METALS, RAGS, ETC.
WIPING RAGS FOR SALE

PAPER MANUFACTURERS AND DEALERS

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Rolland Paper Co., Montreal, Que.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.

PRINTING PRESSES

Anglo-Canadian Type & Printing Machinery Co., Adelaide and Spadina Ave., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe, R. & Co., 504-520 Grand St., New York.
New York Machinery Co., 60 Beekman St., New York.

PRINTERS' MACHINERY

New York Machinery Co., 60 Beekman St., New York.
Geo. A. Todd, 152 Bay Street, Toronto.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

QUOINS

H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES

R. Hoe & Co., 504 Grand St., New York.
Walter Scott & Co., Plainfield, N.J.

STEEL CHASES

American Steel Chase Co., 27 Beekman St., New York.

TYPE FOUNDERS

Anglo Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
New York Machinery Co., 60 Beekman St., New York.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

The Levi's, 100-102 John St., Toronto.

In the Supreme Court of Ontario

IN THE MATTER OF the Estate of William Hepburn Robertson, late of the City of Peterborough, in the County of Peterborough, Editor, deceased.

PURSUANT to Judgment for Administration made herein dated the 26th day of May, 1916, and under the direction of E. C. S. Huycke, Esquire, K.C., Master of this Court, sealed tenders addressed to the undersigned Master at his Chambers in the Court House, Peterborough, and endorsed "Tenders for The Peterborough Morning Times," will be received at his said Chambers until 12 o'clock noon of Tuesday, the 11th day of July, 1916, for the purchase of The Peterborough Morning Times and the printing and publishing business and bookstore run in connection therewith and also a monthly publication known as "The Canadian Laundryman." The Peterborough Morning Times was established in 1872 and is the only morning daily newspaper published in the City of Peterborough and is now being conducted as a going concern. Plant and inventory may be inspected on the premises, 141 Hunter St., Peterborough. Each tender must be accompanied by an accepted cheque on a Chartered Bank, payable to the order of Ruddy & Burnham, Vendor's Solicitors, equal to 10% of the amount of the tender which will be forfeited if the person tendering declines to enter into a contract when called upon to do so. If the tender be not accepted the cheque will be returned.

Highest or any tender not necessarily accepted.

Dated this 10th day of June, 1916.

(Sgd.) E. C. S. HUYCKE,
Master.

Printing Material For Sale

Owner who has no use in his plant for following material will sell at a snap to immediate purchasers.

1 Washington Proof Press
1 Economic Freight Hoist
25 Chases—suitable for Mailing Lists

Also quantity of California Job Cases and Frames. Further particulars can be had from

Box 529
Printer and Publisher

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.

Hermann Roser & Son, Glastonbury, Conn.

National Printing and Allied Trades Exposition



PRINTER *and* PUBLISHER will be an exhibitor at Madison Square Gardens, New York, September 30 to October 7, 1916.

We want your best piece of printing for that exhibit.

If you are a one-man printer or if you employ a hundred, we want your best. PRINTER *and* PUBLISHER will show our cousins to the south what Canadians can do with type, paper, ink and presses. We want the work of the small town man as well as the city man.

THE MANAGER

EXPOSITION

OF THE

Printing, Lithographing and Allied Trades

Madison Square Garden, N. Y.

Sept. 30 to Oct. 7, 1916

The very latest in printing machinery and up-to-date efficiency methods will be demonstrated and clearly explained.

PARTIAL LIST OF EXHIBITORS

Mergenthaler Linotype Co.
John Thomson Press Co.
National Binding Machine Co.
Stokes & Smith Co. (Printing Presses)
Webendorfer Co. (Printing Presses)
Union Card & Paper Co.
Rapid Addressing Machine Co.
H. L. Roberts & Co.
The Linograph Co.
Hammond Typewriter Company
Dexter Folder Company
Berry Machine Company
American Roll Gold Leaf Co.
Apeda Studios, Inc.
The Bukey Company
E. W. Blatchford Company
A. G. Burton's Sons
Boston Printing Press & Mfg. Co.
George P. Clark Co.
Davenport Manufacturing Co.
Duplex Printing Press Co.
Eastern Brass & Woodtype Co.
Edgar Printing & Stationery Co.
Emboso Sales Co.
Charles Francis Press
L. J. Frohn
Goldberg Display Fixtures
Graphic Arts and Crafts Year Book
G. R. Herzog
H. Hinze
Hoffman Type & Engraving Co.
The Printing Art
Highland Machine Co.
Jaenecke Printing Ink Co.
Jennings Automatic Press
Alfred Jackson Studios
The Kiesling Company
Albert B. King & Co.
National Magazine
Loring Coes & Co.
Lead Mould Electrotype Foundry
A. F. Lewis & Co.
Wm. J. Madden & Co.
Wm. F. Marresford (Bookbinders' Machinery)
The Maintenance Co.
National Scale Company
N. Y. Revolving Portable Elevator Co.
New York Master Printers' Association
The Printer & Publisher
Printers' Supply Salesmen's Guild
Printing Magazine
The Republican Publishing Co.
P. F. Smith
The Schilling Press
Typo Mercantile Agency
Universal Type Making Machine Co.
University Press
Walden-Mott Company, Inc.
Ludlow Typograph
Cutler-Hammer Co.
American Steel Chase Company

Additional concerns are constantly signing contracts for space.

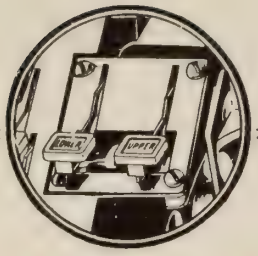
Progressive printers should attend this exposition—it will be a veritable

"Idea Mine"

For space, rates and other particulars address

NATIONAL EXPOSITION COMPANY

Harry A Cochrane, *President* Madison Square Garden, N. Y. City



—just the touch *of a* key

brings the magazine desired *instantly* into service on the new Model 16 and Model 17 Linotypes.

(Easier to operate than the Shift Key on a Typewriter.)

CONTINUOUS COMPOSITION

means that the time usually required for magazine changing can now be devoted to *extra composition* —which is equivalent to

More Ems per Hour at Less Cost per Thousand

Merely touching a key (follow the arrow) on the new Model 16 and Model 17 Linotypes brings either magazine into *instant* operative connection with the keyboard. This means that the operator can mix at will in the same line matrices from all magazines without removing his hands from the keyboard—absolutely insuring *continuous composition* while copy lasts.

We have a Linotype for every office at a price and upon terms within reach of every printer.

Send for All the Facts

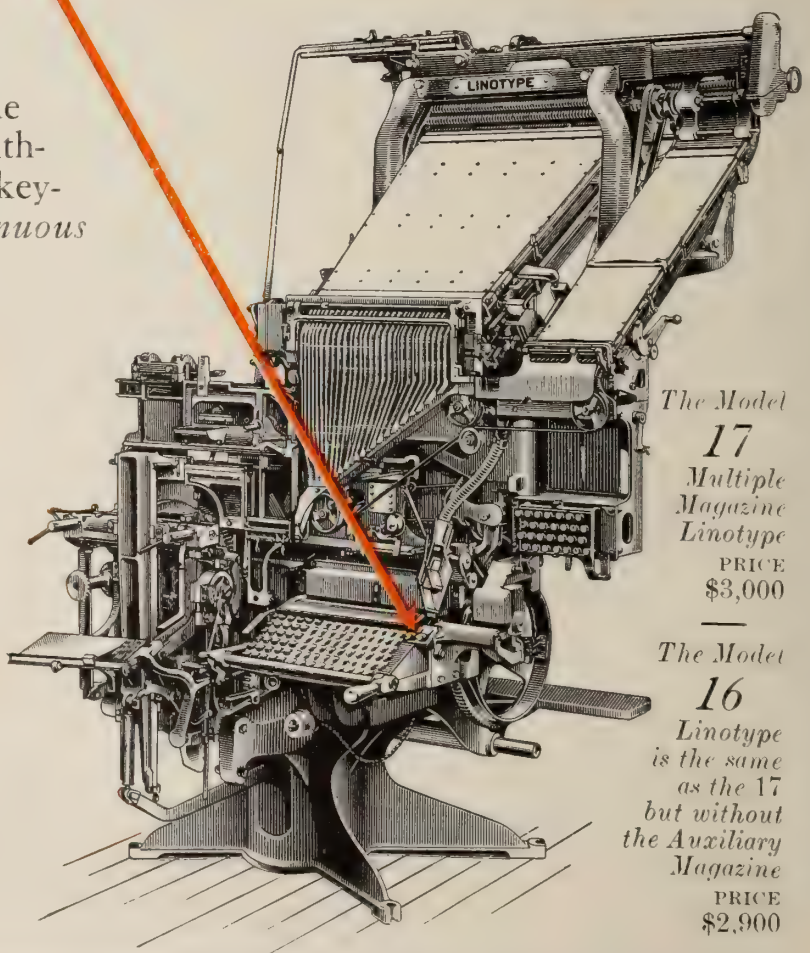
CANADIAN LINOTYPE, LIMITED

36 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	Tribune Building
CHICAGO	1100 S. Wabash Avenue
SAN FRANCISCO	646 Sacramento Street
NEW ORLEANS	549 Baronne Street

Models 16 and 17 Linotypes are Especially Adapted to Book and General Job Work



The Model **17** *Multiple Magazine Linotype*
PRICE $3,000

The Model **16** *Linotype is the same as the 17 but without the Auxiliary Magazine*
PRICE $2,900

Printer and Publisher

August
1916

The MacLean Publishing Co., Limited
Toronto : Montreal : Winnipeg

CIRCULATION AUDITED BY THE A.B.C.

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

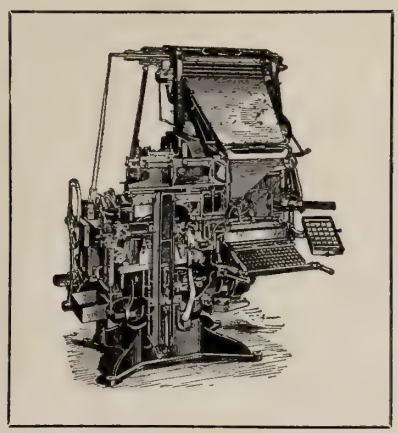
Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
ST. JOHN, N.B.

THE INTERTYPE
FAIR PLAY - FAIR PRICES - FAIR PROFITS

Miller & Richard



Toronto and
Winnipeg

have been reappointed sales agents for the

INTERTYPE
in
Canada

Model A
Single Magazine Machine
$2100

Model B
Two Magazine Machine
$2600

Model C
Three Magazine Machine
$3000

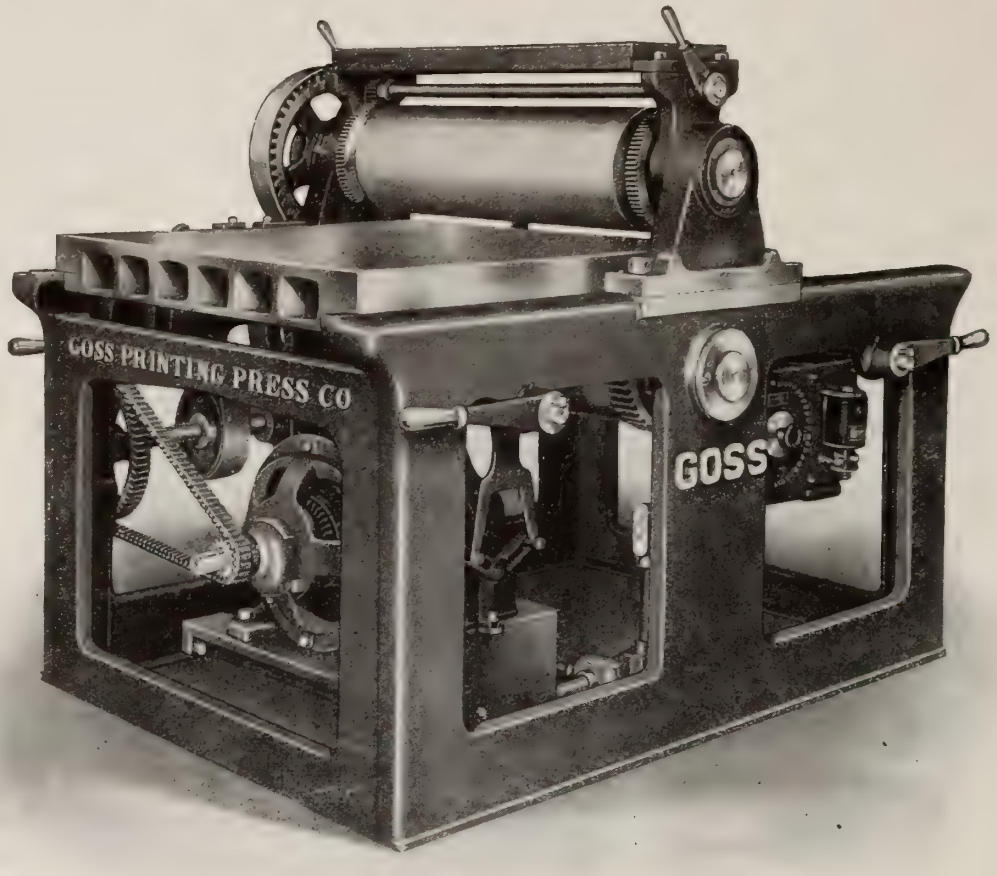
A multiple magazine Intertype will be on permanent exhibition in their Toronto warerooms. The Service Department of our Factory will be in touch by mail with every Intertype user in Canada, and in co-operation with Miller & Richard a trained factory inspector will make occasional visits to users in accessible districts.

Standardized and Interchangeable Models.

1400 Machines in Use
Quality—Simplicity—Service

INTERTYPE CORPORATION
MILLER & RICHARD, Canadian Agents, 7 Jordan St., Toronto; 123 Princess St., Winnipeg.

WET OR DRY MATS?



THE GOSS

Combination Wet and Dry Matrix Rolling Machine

WILL ROLL EITHER KIND PERFECTLY

We have a Circular that tells all about it. Write for one.

The Goss Printing Press Co.

Main Office and Factory
16th Street and Ashland Avenue, Chicago, Ill.

New York Office
220 West 42nd Street

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX.

BOOKBINDERS' SUPPLIES

WINTERBOTTOM'S BINDER CLOTH, English Make

LEATHERS—

BUFFING, Watergrain and Bordered
COWHIDE, Seal, Bordered and Long Grain
MOROCCO, Levant and Small Grain, All Colors
CALF, Rough, Law and Colored
SHEEP, Rough, Law, Roan
SKIVERS, All Kinds and Colors

DUPONT FABRIKOID
Substitute for Leather. Write for Samples.

THREAD, WEBBING, HEMP, FOLDERS, KNIVES, Etc.

BROWN BROS., LIMITED

SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO

DYMOL

One-half ounce stops off-setting and slip-sheeting

When you can get a trial can of Dymol for only $3.50, and one-half ounce to a pound of ink will stop off-setting, slip-sheeting and smudging, it's a mighty cheap investment, is it not? Saults & Pollard and the Stovel Company, both of Winnipeg; the Reed Press, of Hamilton; the MacLean Publishing Co., of Toronto, and hundreds of the best printers in Canada and the United States use it.

Dymol brightens the ink, too—any color, process colors or blacks, makes no difference to Dymol, and you can pile the sheets as high as you like.

Dymol is based on a principle never before applied to printing.

Try it out at our risk and see. If it does not do as we say, your money back. That's a square deal, isn't it?

Tear off and mail this coupon—NOW.

T. H. Roberts Chemical Co., 148 W. 23d Street, New York City.

Please send on approval $3.50 tin of Dymol.

Name .....

Address .....

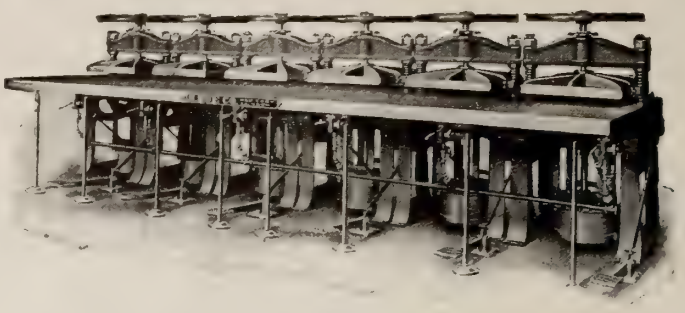
No charge unless perfectly satisfactory.

Say you saw it in PRINTER AND PUBLISHER.

THE HALL MARK *of* QUALITY

attaches to every newspaper produced from a plant equipped with

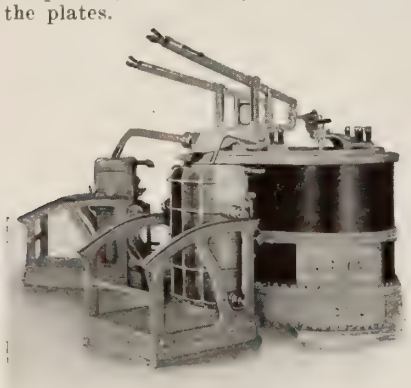
HOE IMPROVED MACHINERY



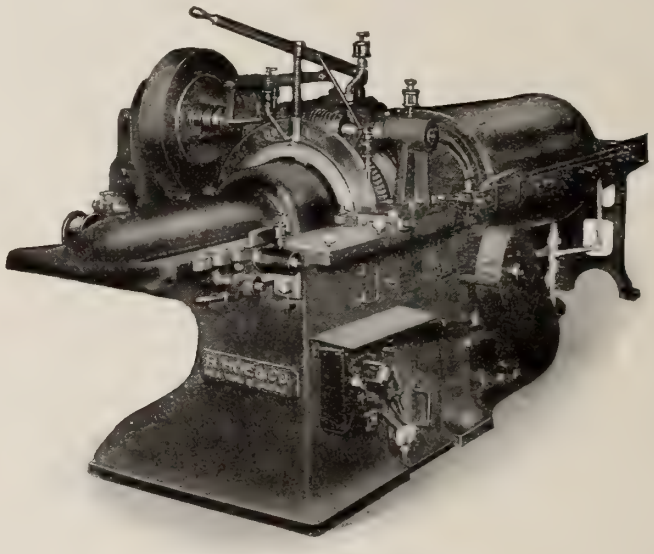
HOE PNEUMATIC MATRIX DRYING TABLES

Make the best matrices in the quickest time and in the most economical manner.

The quality of newspaper printing depends upon the plates. Improvement means better plates, and for better plates HOE MACHINERY is essential. The newspaper half-tone is no longer of necessity a smudge—it may be an attractive picture, and usually is when HOE MACHINERY is employed in making the matrices and in casting and finishing the plates.

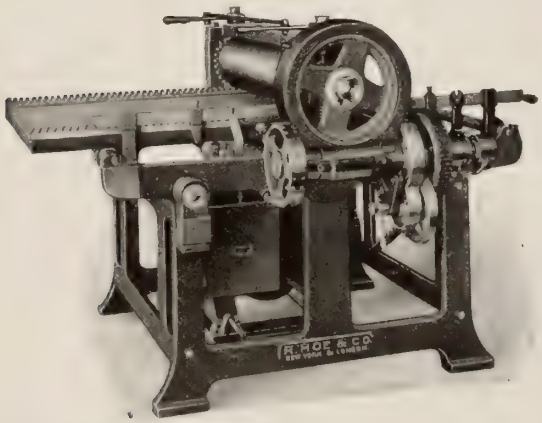


HOE DOUBLE PUMP FURNACE AND TWO HOE EQUIPOISE CURVED CASTING MOLDS



HOE AUTOMATIC PLATE-FINISHING MACHINE

Trims, tail cuts, shaves, cools and dries six plates a minute.



HOE IMPROVED MATRIX ROLLING MACHINE

The strongest and most rigid roller made. Easy to control. Gives the most powerful and uniform impression.

The simplest and most efficient equipment for making curved stereotype plates quickly, accurately and economically. 140 HOE PLATE FINISHING MACHINES are now in use in the United States and Canada.

Remarkable time is made in stereotyping departments equipped with these HOE TIME AND LABOR-SAVING MACHINES. They are IDEAL in every respect.

R. HOE AND CO., 504-520 Grand Street NEW YORK, N.Y.

7 Water Street, BOSTON, MASS.
544-546 So. Clark Street, CHICAGO, ILL.
120 St. James Street, MONTREAL, CAN.
109-112 Borough Road, LONDON, S.E., ENGLAND



We have a new catalog here for you

Each of the catalogs pictured below contain many pages of vital matter—each interesting and instructive to any printer interested in greater job plant efficiency. A brief description is given below and we want your request for your catalogs according to your needs. No charge. No obligation.

CATALOG OF GOLDING JOBBERS

This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, rigidity and durability, unexcelled ink distribution—a press capable of raising the standard of his printed product—decreasing the percentage of cost and increasing the net profits.

CATALOG OF PEARL PRESSES

This is for the man interested in a small, fast press for small work—for the rapid production of envelopes, tags, statements, bill heads, note heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

CATALOG OF GOLDING CUTTING MACHINES

This is for the printer interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes, 8 inch up to 42 inch, and adaptable for cutting or trimming of paper, cardboard, leather, cloth, veneer—all stocks from tissue to tin.

CATALOG OF PRINTERS' MACHINERY AND TOOLS

This is for the printer who is interested in a general sense and whose requirements are varied.

CATALOG OF TOOLS AND SUPPLIES

Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Type High Gages, Etc.

CATALOG OF GOLDING HOT EMBOSSER

This catalog shows our electrically heated attachment facilitating hot embossing on any job press—producing the deepest and most difficult kind of embossing jobs with only a little more than an ordinary printing impression and introducing the fact that more heat and less impression is the correct theory for best results in embossing effects.

GOLDING MFG. CO., Franklin, Mass.



"Say, Boss,

"Let me try out one of those WHITE KNIVES. A lot of the fellows are using them and everyone of them seems satisfied.

"Better order one to-day."



100 per cent. Satisfaction Guaranteed.

Whether you need a small cutter or a large automatic power paper cutter, we can furnish you with the most up-to-date machine.

We carry in stock in our warehouses here a complete line of all machines used in the bindery and can ship promptly.

THE J. L. MORRISON CO.

445-447 King St. West ∴ Toronto, Ont.

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnscliffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.

Unquestionably the best

The superior absorbency and durability of "World" Blotting has made it the unmistakable favorite blotting during the past thirty years.

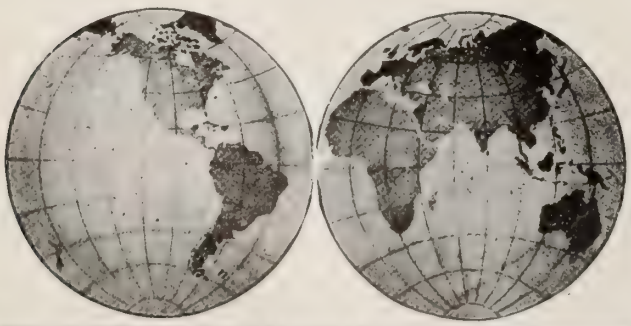
"World" Blotting is made entirely from selected cotton rags—there is no filler whatever used in its manufacture.

We also manufacture cheaper grades which are the best obtainable values at the prices charged. "Albemarle Half-Tone" and "Albemarle Enameled" Blottings are splendid for printing and lithographing.

ASK FOR SAMPLES.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.





BLOTTING PAPER

Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; *"Prismatic," "Curi-Curl," "Banker's Linen Finish"* Embossed Blottings.

"Royal Worcester" and *"Defender"* Enameled Blottings.

Standard Paper Mfg. Company

RICHMOND, VA., U.S.A.

Largest Exclusive Manufacturers

Some printers—some advertising men are complaining because they can't get paper quickly.

They can get UTILITY-ACCORD. They can get it because we have been fortunate enough to secure materials in sufficient quantities to maintain our output.

Utility-Accord Book and Cover Papers

may not satisfy every paper need, but where they fit there is no other stock quite so good for the purpose.

For Brochures, House Organs, Folders and Covers for Catalogues, it is ideal.

THE AMBASSADOR is printed on UTILITY-ACCORD and the color changes from month to month show the different shades of stock. The adaptability of the stock to various color inks is also shown.

UTILITY-ACCORD is made in three weights that perfectly match for color, 25x38-60, 20x25-60, and 20x25-120,—all weights in seven colors.

Samples on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.



Good Depth

Do You Get It In Your Engravings?

Or, does your foreman tell you, when you complain of the way your illustrations have been printed, "I can't help it, those plates were so shallow we wasted hours in make-ready, and then had to stop the presses every few minutes and clean up."

MR. PUBLISHER. Do you realize how much of your good money you throw away every time you supply your press-room with cheap printing plates?

Give Reliance plates a trial, and watch your time sheets.

The Reliance Engraving Co.

143 University Ave., Toronto, Ont.

Wilson-Munroe Co., LIMITED
TORONTO

We have large stocks on hand of

Wrenn's PORCELAIN Blotting

The blotting "de luxe" for advertising purposes

Buckeye Covers

These are the covers to use to secure maximum effectiveness with a minimum expenditure

Gummed Papers

Satisfaction assured when you use our NON-CURLING gummed papers

Samples sent on request

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

A From your Adman your first demand is Accuracy

C From your Jobman your first demand is Accuracy

C From your Compositor your first demand is Accuracy

U From your Operators your first demand is Accuracy

R From your Proofreader your first demand is Accuracy

A From your Makeup your first demand is Accuracy

C From your Stoneman your first demand is Accuracy

Y From your Pressman your first demand is Accuracy

These partners of yours can't deliver *accuracy* in your print shop without a

Miller Saw-Trimmer



Saws
Trims
Miters
Mortises
Undercuts
Rabbets
Bevels
Grinds
Drills

Routs
Jig-Saws
Broaches
Planes
Type-high

It's built to last a lifetime —and it's the ***best buy*** of a lifetime.

Send for 1916 catalog today

Miller Saw-Trimmer Co.
PITTSBURGH
New York Point Bldg. Chicago

Border from 2-pt. rule—dotted center piece cut and corners mitered with Miller Saw

THE CONSULTING PRINTER

is the founder of a new profession that gives the printer the same opportunity of obtaining expert advice and service that the building trades receive from the architect and the engineer.

He makes plans for improving your efficiency and profits and records the results for future guidance; helps you to get more out of your present plant and shows you how to improve it.

I shall be glad to tell you more about it, if you will give me a chance.

DANIEL BAKER
CONSULTING PRINTER
610 Confederation Life Building, Toronto, Ontario

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers
Bridewell Place ∴ London, Eng.

This design is a 

guarantee of quality.

COLORED COVERS

We have on hand a full range of

FIBRESTOC COVER
DERBY COVER
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Special colors, sizes and weights made to order in lots of 1400 lbs. and upwards.

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Colored Papers a Specialty

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Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

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FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

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have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

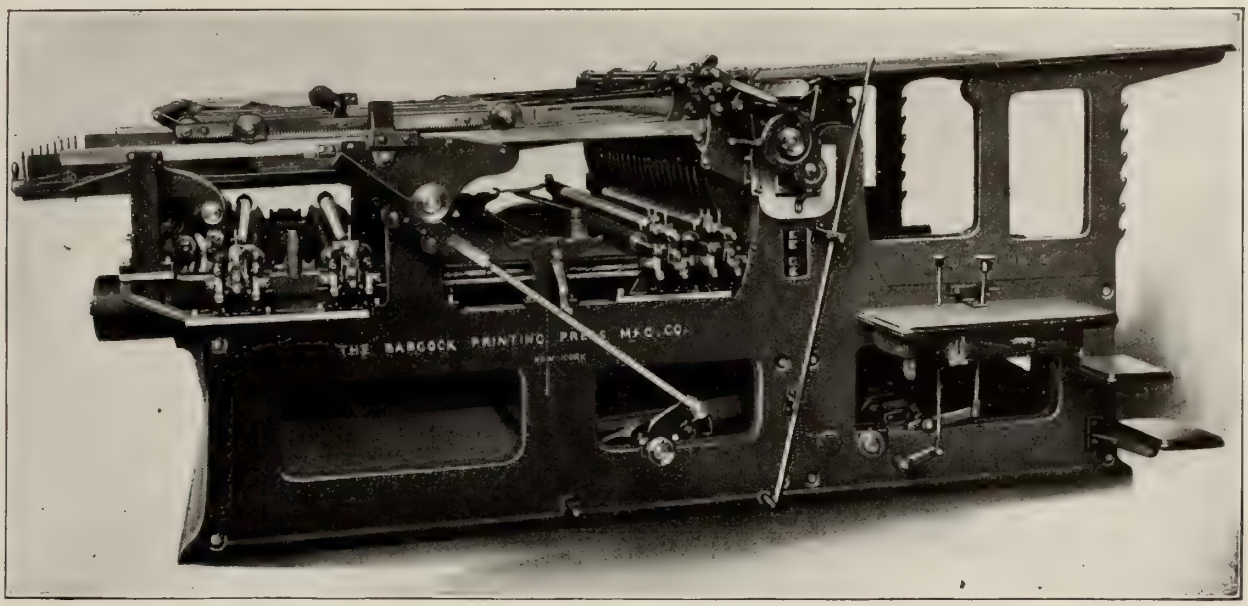
CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies

GREENFIELD, MASSACHUSETTS

Say you saw it in PRINTER AND PUBLISHER.

THE BABCOCK "OPTIMUS"



The "Optimus" Delivery

The "Optimus" Printed Side Up Front Delivery, the first successful printed side up delivery, has never been equalled.

No adjustments are needed for different sizes or qualities of paper, from tissue to cardboard. Slip sheeting is eliminated, save when a very heavy body of ink is used or with certain colors in process printing.

THE "OPTIMUS" DELIVERY

is the simplest, the most convenient and most satisfactory delivery ever built into a flat bed press. Tapes and guides are instantly adjustable crosswise without the use of tools and always stay where placed.

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OUR PATENTED AUTOMATIC TIGHTENERS, keep the tapes at an even tension.

Every printed sheet is in full view of the feeder and pressman for more than a complete revolution of the cylinder and the printed surface is not touched until the next sheet is dropped upon it.

THE "OPTIMUS" DELIVERY IS FAULTLESS

See it at work and write us.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

THE DOOR OPENED TO PRINTERS

No More Monopoly — Share in the Profits

COUNTER SALES BOOKS AND SUPPLIES

Duplicating Check Books
Carbon Leaf and
Carbon Back
All Sizes and Kinds

INDEPENDENT BRAND TRADE MARK COUNTER SALES BOOKS

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Prices the Lowest
Mutual Service
and Selling Plan

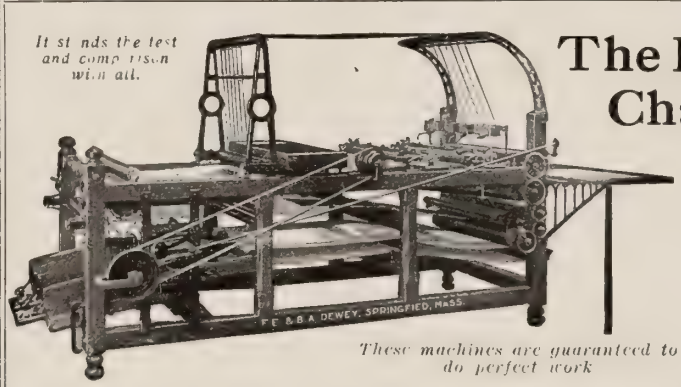
THE OPPORTUNITY OPEN AND THE WAY MADE CLEAR

JUST WRITE US TO TELL YOU HOW TO SECURE THE BUSINESS IN YOUR TERRITORY

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE TORONTO, ONT.

MENTION PRINTER AND PUBLISHER

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard, H. J. Logan and others.

Brass Rule Made to Order — *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

TORONTO AGENT:
C. W. Paull, 66 Temperance St.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER AND PUBLISHER.

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

[MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS]

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The MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *General Managing Editor*

ESTABLISHED 1887.

PRINTER & PUBLISHER

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UNITED STATES—New York, T. F. Blissert, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 105 West Monroe St., Rooms 1104-7 Fort Dearborn Bldg., Chicago, Telephone Randolph 3234.

Cleveland, R. S. Langrill, 3112 Euclid Ave., Cleveland, Ohio. Phone Prospect 1326R.

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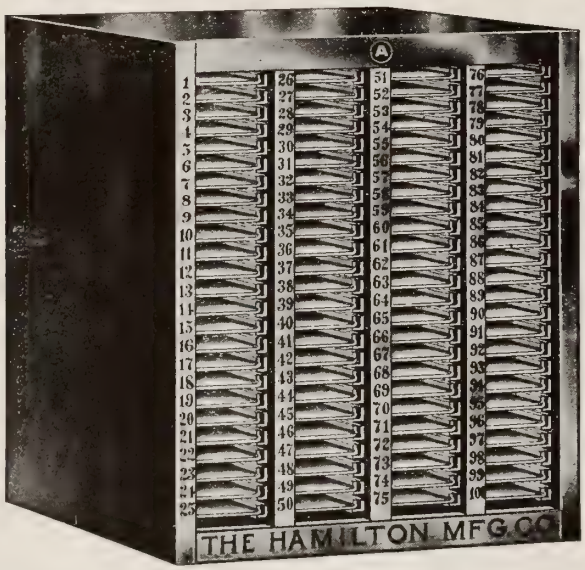
The Constantly Increasing Popularity

of the Galley Storage System of Handling Standing Matter is the result of actual savings that have been effected in prominent offices by the use of this method.



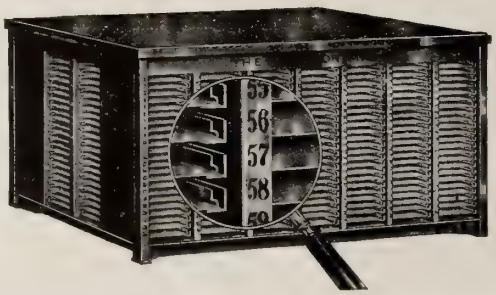
Cut showing the famous corner of the Hamilton Patented Jointless Corner Steel Galley.

Since the first successful installation of this System made in the office of The Savage Company in Cleveland, we have supplied hundreds of printers with equipment for this purpose. Our line not only includes a patented, one-piece steel galley with jointless corners but also Cabinets for holding galleys, Imposing Tables with storage space underneath for galleys, and the latest, but not the less popular addition, are Galley Cabinets on wheels whereby 32 or 50 pages can be transferred from one part of the composing-room to another.



No. 658 Unit Steel Galley Cabinet; capacity 100 double-column steel galleys.

Send for complete information or ask your nearest dealer. This system warrants your careful consideration.



Cut showing Imposing Table with runs for galleys Enlarged view shows method of numbering each galley opening.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS:

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George M. Stewart, Montreal.

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Miller & Richard — Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.
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Anglo-Canadian Type & Printing Machinery Co., Ltd. corner Spadina and Adelaide, Toronto; 692 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada
MEMBER OF THE A. B. C.

The Advertising Value of the Specialized Press

The Message of a Successful Country Storekeeper to Advertisers and Agency Men—The Power of the Retailer – A Plea for Largeness of Heart and Vision and for Unity of Endeavor in the Promotion of Advertising

NOT very often do publishers and agency men have a red-blooded and successful retailer express himself on the subject of advertising and merchandising. But they did hear a man of this type at the recent A. A. C. of W. Convention in Philadelphia. In essence Mr. Moon's talks are a plea for more advertising specially addressed to retailers in retailers' mediums, and for a sounder recognition of the place and value of farm papers; in other words, a plea for the specialized press. So PRINTER AND PUBLISHER passes on the good things said by Mr. Moon to its publisher readers in the belief that they—and in particular the publishers of country weeklies who come very close to country storekeepers—will be enlightened and enlarged.

* * *

If the average delegate were asked what seemed to him individually to be the hit of the convention of the A. A. C. of W., in Philadelphia, there is not much doubt that he would say that it was the several talks by retailer E. B. Moon, of Lakeville, Ind.

Mr. Moon is the man who does an annual business of $60,000 a year in a village of 300 inhabitants, ten miles from South Bend. Indeed, farmers' wives drive into South Bend through Lakeville to sell their eggs, and then back to Lakeville to spend their money, according to Mr. Moon.

Constructive merchandising methods form his secret, Mr. Moon declared. He has his store departmentalized, so that he can record accurately which of his sixteen departments are paying, and which are not. He has a cost-accounting system whereby at the end of each day he can tally sales from each department. Moreover, he does not feature in his window goods that his customers may be supposed to want, but "merchandise that I want them to want."

Mr. Moon took up the store, which had been his father's, well equipped to put in practice constructive merchandising methods. Nevertheless, these methods are such that any small-town general storekeeper if sufficiently stimulated to study them, could apply with profit in his own territory. The small-town storekeeper need not fear the mail-order bugaboo, according to Mr. Moon, if he will awaken to his opportunities while on the actual field of operations. The speaker punctuated his addresses, which were given before several of the departmentals and inter-departmentals, by his own experiences to prove his points.

Some of the good things said by Mr. Moon are:

The problem of distribution is one of the great big problems still confronting us. General discontent with methods of distribution has manifested itself at different times for a period of years. Granger stores established four years ago were only a manifestaion of discontent with the existing methods of distribution. The farmers owned the stores, and it was an attempt to shorten the route between producer and consumer.

Yet it is true that the retail merchant is the natural distributor of goods. The consumer likes to go into the store and look at goods before purchasing. He likes to go into the store and look at goods for suggestions. For four thousand years this has been the accepted method of distribution of the bulk of goods at retail. None of the efforts so far made to improve upon this have been really successful.

Last year—in the year 1915—more than 22,000 merchants in the United States failed in business; more than nearly twice as many as in 1914 or any previous year.

An analysis of the reasons why of these failures develops some interesting facts. The commercial reports charge a large percentage of these to incompetence.

THE COUNTRY MERCHANT SHOULD BE THIS KIND OF A MAN

The retail merchant must be a good buyer, must have a fit place in which to display and sell his goods. The store must be clean, inviting, light and cheerful; his clerks must be trained. They must know the goods, and know the arts of salesmanship. They must sell the goods in the spirit of service, kindness, hospitality and mutual interest.

Advertising is the modern way of selling goods. Nationally advertised goods are a life-saver to the retailer. The farming community has been educated to it. The farmers are beginning to expect it, and yet the retail merchant who has been in business for any length of time knows practically little or nothing about writing copy; first, because he knows little or nothing about the science of salesmanship. He has the conception that advertising is selling goods at a cut price; his local competitor has the same idea. For some reason he has been educated to that belief, and has not learned that salesmanship is selling goods at a profit, and that advertising is salesmanship on paper. Is it any wonder that 22,000 such merchants failed last year?"

The local retailer's personality is a factor, and yet the mail-order houses with all these handicaps have gone right out into the country districts and sold goods right under the nose of the country merchant. Why? Through the power of advertising; salesmanship on paper, with well-prepared catalogues that display the goods attractively; with descriptions that are compelling and that answer the question 'why'—'what'—'when' and 'wherefore'; that have gotten the business.

Last year, in the year 1915, the wholesale business of the city of Chicago, it is said, fell off 10 per cent. The mail-order business in this city increased 10 per cent. This change in distribution has affected not only the retailer, but the wholesaler. It is something in which he and the manufacturer who sells to the dealer and through the dealer are vitally interested, and it is a subject in which they shall be more vitally interested, else there will be greater slumps in the business of both of them.

KIND OF COPY THAT SELLS

So, after all, this one great big problem of selling goods to the farmer of the country communities is an advertising proposition—an advertising problem. Now, there has been much

criticism that the country merchants don't do more advertising; that this is why the business is going to the mail-order houses.

The truth of the matter is that all nationally advertised goods are not always advertised. Publicity advertising is not effective with farmers. It doesn't tell them anything. There is too much publicity copy, and not enough of the kind that has helped the mail order business to cut into the country merchants' field. We have got to have informative copy, if we expect to cope successfully with the mail-order houses. Give us selling copy.—that's what we want.

FARMERS' WIVES

I note, that some pages are occupied in this convention programme in telling us that Philadelphia's factories produce $1,600,000,000 worth of goods each year. That is a lot of money. But do you know that the farmers' wives in this country are taking in a billion dollars a year on poultry?

An automobile salesman came into my store one day and asked if such-and-such a farmer down the road would buy an automobile. 'Not in a million years.' I said—'but his wife will.' It was 11 o'clock when that man left my store. At 12.10 he was back with a check for the machine. He said he'd found the farmer's wife sitting at a table with a lot of automobile catalogues spread in front of her. She was looking at this particular salesman's house's catalogue. He sat down and talked to her about it. In fifteen minutes he had the check. A few days later they stopped at the store to buy some things, having just been in to South Bend to sell her eggs. The old man was driving the new car. "Good machine you've got," I said. "Cost a heap of money," grumbled the old man. "Oh," says the wife, "I paid for it out of my egg money."

MR. MOON SELLS HOUSE PAINT

As an example of merchandising common-sense that is helping him to do the business he is, Mr. Moon told this anecdote. His competitor called one day and noticed a window display of paint. "That's a heap of paint you've got there," remarked the competitor. "You'll never sell it in a hundred years." Some weeks later he dropped in again. "Where's all that paint?" he asked. "Sold," was the reply. "This is how I sell 80 per cent. of the paint in that community to his 20 per cent.," said Mr. Moon. "I sell it to the farmer's wife; not the farmer. Early in the spring I go around with my color charts and ask the farmer's wife what color she likes for her house. Later in the spring she says to her husband—'John, we've got to have the house painted.' She has her color all picked out, and I'm the only one who has that color in stock."

"The farmer of to-day is a capitalist," declares Mr. Moon. "He has changed almost over night, and that is the most important message I have to bring to you; this rapid change which has been wrought among the farmers of the United States is in their methods of living—their environment, in their new and better conceptions of life."

THE IMPORTANCE OF THE RETAILER

The real points of the several talks given by Mr. Moon were that the retailer is a man to be reckoned with; and that the farmer and the farmer's wife are "reached" through the mediums that come closest to them—the agricultural press and their local newspapers; but particularly farm papers.

This matter is important; it substantiates the claims of the specialized press—this without throwing a single stone at daily or weekly newspapers. It takes both blades of a pair of shears to do the cutting; and it takes more than one form of advertising and more than one class of medium to sell a man's product.

Men like John Wanamaker, for example, laud, in all honesty, the daily newspapers. Mr. Wanamaker told delegates how he had built up his mammoth business by newspaper advertising. He related the story of how the first day's returns of his first store in Philadelphia were $24.67, and $24 was used in advertising the next day. His argument is that daily newspapers offer the best medium for the retailer.

He spoke of retailers, yet some newspaper men have seized on this opinion of Mr. Wanamaker as having universal application.

Always the local medium for the local dealer; but not always and only the daily or weekly newspaper for reaching the retailer and the farmer; and even the general public. There are good class publications which can and should also be used.

PRINTER AND PUBLISHER champions no one form of advertising over and above another; nor one class of medium over and above another. It pleads for a sound study always of an advertiser's merchandising problem; and the employment of means and mediums calculated to attain the advertiser's objects, with no slavish adherence to any one particular form of publicity or any one particular class of medium.

THE CLASS NEWSPAPER

There are daily newspaper publishers in Canada who affect to belittle the advertising value of the class or "trade" newspaper—that publication which specializes in the character of its news and articles—the farm press, the religious press, the business press, the technical press, the magazines. There are daily newspaper men in Canada who belittle the advertising value of mediums which are chiefly concerned with the subject of advertising—*Printers' Ink* and *Advertising and Selling*. They say that for them to use these "trade" mediums to solicit advertiser's advertising would be "inconsistent." Yet these same publishers employ direct advertising—booklets, circulars, the personal letter, and even novelties. Sometimes they use bill-boards and street cars.

A PLEA FOR BIGNESS

The truth is that the good specialized medium has a pertinency, a power, a value not equalled, copy for copy, by any "general" medium; and this ought to be freely admitted. There ought to be no knocking. Rather should there be a great deal more co-operation, a unified effort on the part of all space-sellers to enlighten non-advertisers, and to screw up to the higher point the will and courage of the feeble advertiser.

Ignorance and darkness are foes of growth. Knowledge and sunlight promote growth. The cultivation of unsunned, unwatered fields may yield some results; but maximum results can come only from thoroughly well cultivated soil on which plentiful sunlight falls, and which is well underdrained to take away chilling and souring dampness.

PRINTER AND PUBLISHER stands for bigness of view and largeness of effort, for bed-rock honesty, and for unity of endeavor. It believes in the retailer, and in the consumer, and that the mediums read eagerly and responsively by both these two classes should be used to achieve greatest sales.

Getting Rid of Dead-wood

PUBLISHERS who are carrying on their mailing-lists the names of non-paying recipients of their newspaper have an unparalleled opportunity at the present time for dropping these names. This applies to slow-pay subscribers, complimentary and exchange copies. The present high cost of production, and the universal and insistent demand for the prevention of waste constitute ample reason for immediate action.

In some cases, a courteous letter or the sending of a printed notice, giving the reasons, should be sent to those whose names are being removed from the mailing-list.

Government Co-operation With the Business Press

IN AN address before the New York Business Press Association, Edward Ewing Pratt, Chief of the U.S. Bureau of Foreign and Domestic Commerce, Department of Commerce, urged a more complete co-operation between the trade papers and his Bureau. "We are both going in the same direction," said the speaker. "The Bureau and the Department are endeavoring to build up the commerce of the United States, and I have found that the trade papers are not only honestly trying to build up their respective industries, but are succeeding nobly. I believe that the trade papers are the most effective agencies for trade promotion and industrial betterment that exist."

Dr. Pratt then went on to outline the activities of his Bureau, to show in what direction closer co-operation is possible. "We get our commercial information from consuls, from commercial attaches, and from commercial and special agents, and then we distribute it from the Washington office through correspondence, publications and district offices. Our sources of information, together with a large part of our staff in Washington, constitute our production department. Our product is information concerning foreign trade; our price is action. We have effectively placed a piece of information when we have induced the manufacturer, exporter, banker, or investor to take some definite, concrete action—to do something.

"The question now is, what help does the Bureau need from the Trade Press in carrying on its very important work? In the first place, we need your help in determining what studies ought to be made. We have often received the most expert assistance from the Trade Papers, and we want it just as often as we can get it. We also need your help in determining how studies in foreign commercial fields should be carried on. We need your help in finding the right kind of men to make investigations. That is no easy task, for we require men who combine knowledge of foreign languages and technical training with reportorial ability. Trade Papers ought to be able to put us in touch with first-rate men. After the reports are written, you can help us by criticizing them and assisting us to separate the essential from the non-essential. And finally we need your help in placing the information before the people who need it.

"The Bureau can help the Trade Papers by supplying them with the best of foreign-trade copy—copy that could not be had at any price if it were not for the unsurpassed news-gathering facilities the Government has in foreign countries. This matter of using our copy is a very important one and it is a matter that I want to talk over very carefully with the members of your association. I shall welcome any suggestions from any members."

In Canada we do things differently. Because the business press is educating the merchants outside of the metropolitan cities to better business methods; to advertise in their local dailies and weeklies; to dress their store windows, to display their goods better and so improve their service that they can compete with the big departmental stores, the big dailies propose to put the business papers out of the Press Association and out of business!

Mr. Pratt has more recently told the owners of business papers that he would like to have about fifty of the editors go abroad and study conditions in foreign markets, at the expense of the United States Government, so that they could write still more intelligently and be of still greater use to the manufacturers of the United States through the columns of their respective trade and technical papers.

The Home Paper

THE difference between the organ and the home paper is very wide. The organ spreads its musical influence over a province, it may be the country at large, and its attempted influence is curtailed by the extent of its large field. The organ is generally controlled by a choir of capitalists and is made play the tune they demand. Organs are published daily. But all daily papers are not organs, though the most of them are, that is, the so-called metropolitan dailies as distinguished from the smaller city dailies. In its own city of publication the organ wields but little influence. A case of this took place in Toronto at a recent municipal election. One home paper supported a candidate for the mayorality, the other dailies opposed, and it is now a matter of history that the home evening paper elected its candidate.

The home paper of the towns is what is called the country weekly. Typographically and editorially it may not be what the art preservative would call the best sample of the art, or what the fourth estate would consider as good journalism, nevertheless it wields a great influence.

Some may demur at the statement. Let us see, or suppose a case. If a question were to arise vital to the home paper, and the home papers in every riding for their own protection should approach the members of Parliament and ask their support, what would happen to them if they refused? The organs might "thunder out" day after day, the candidates who failed to do what the weeklies requested would be left at home. Those who write from the tilted chair of the organ may not agree with this estimate of the home papers, that the home papers would not be organized to present a solid front, but the very fact that the home papers would be fighting for their investments and the sympathy of the community would go out to the publishers, is the answer to the supposed impossible.

The day may not be far away when the trial of strength between the organs and the home papers may come.

A Gigantic Publicity Campaign

AFTER three weeks' conference with the representatives of American railroads, the brotherhoods refused to submit the wage deadlock to arbitration. The railroads contended that wages of railroad brotherhoods should be regulated by the Interstate Commerce Commission. The means of raising revenue freight and passenger rates are controlled by the Commission. It would seem that the railroads are between the millstones. The brotherhoods enforce wage scales, while the Commission says to the railroad, "You can only go so high in your charges." To educate the people of the United States to this seeming unfairness the railroads have decided to make their side of the case known by buying advertising space in every paper—daily or weekly—in the country. The railroads are very generous about it, too. The space runs from five to six thousand lines. The advertising possibilities of the newspapers are scarcely comprehended.

Government Hospitals

THE *Military Hospitals Commission Bulletin*, No. 2, has made its appearance. It is published by the Military Hospitals Commission of Canada, of which the Hon. Sir James A. Lougheed, P.C., K.C.M.G., is president. The *Bulletin* abounds in particular information of an extremely interesting sort, valuable to editors.

The A. A. C. W. Convention

BETWEEN five and six thousand men connected with the business of advertising convened in Philadelphia from Sunday, June 25, to Thursday, June 29.

What most impressed those who attended this convention or saw these men together was their seriousness. They had their times of relaxation, but the majority of the delegates attended the business sessions and gave their greatest attention to the definite discussions of specific problems. Some idea of the extent of these problems may be conveyed by mentioning the several groups, each of which had its own departmental meeting: advertising agents; general advertisers; magazine publishers, including the publishers of both weekly and monthly periodicals; newspaper publishers; direct-by-mail advertisers; financial advertisers; directory publishers; poster advertising men; men engaged in the graphic arts—whose presence was an indication of the artistic side of advertising; men interested in church advertising; and a number of other such groups.

The spirit of those who are engaged in the business of advertising has been steadily raised by the activities of the Associated Advertising Clubs of the World. This body of men have been effective instruments for increasing, not only truthfulness, honesty, and integrity in advertising, but also in imbuing the business of advertising with the spirit of a profession. This came out again and again in the Convention. For instance, Mr. Kingsbury, the Vice-President of the American Telephone and Telegraph Company, dealt with advertising as a system of education, a developer of public opinion, and the responsibility resting upon advertisers that is involved in that fact. Mr. Edward A. Filene of the well-known Boston department store of William Filene Sons Company, was another who emphasized in a very concrete way the ethics of the advertiser's calling. The following passage from his address is worth quoting verbatim:

> Those papers are most valuable to us as advertisers which resist the pleasure of us advertisers and equally resist the pleasure of any financial interest and try only to serve the common good, for, as the reward of that, they command the confidence of their readers. If we advertisers undermine the confidence of the papers we advertise in, eventually they will cease to be good mediums for us to advertise in. Those which command the most confidence of their readers are, as I have said, the ones that get the best results for us.

It was this spirit that made the Convention significant. The address of President Wilson was, of course, an event that had National attention. It was during that speech that he spoke of himself as in a fighting mood, and laid down certain principles that should guide the United States in its dealings with other nations. Some of his statements made then indicated that he had been impressed by recent public opinion. The following sentences were notable as indicating this:

> It is one thing to entertain fine principles and another thing to make them work. . . . "America first" means nothing until you translate it in what you do. . . . I believe that, at whatever cost, America should be just to other peoples and treat other peoples as she demands that they should treat her. She has a right to demand that they treat her with justice and respect, and she has a right to insist that they treat her in that fashion; but she cannot, with dignity or self-respect, insist upon that unless she is willing to act in the same fashion toward them. I am ready to fight for that at any cost to myself.

But it was not the President's speech that was the most significant factor in the Convention, important as that was; it was this spirit of serious purpose and of practical idealism which characterized not only the speeches but the definite plans for action to be followed out by the men when they went back to their offices and their work.

NOTES

St. Louis won the 1917 convention of the Associated Advertising Clubs of the World.

Herbert S. Houston, of Doubleday, Page & Co., was re-elected president.

Frank H. Rowe, of the E. L. Ruddy Co., Toronto, was re-elected a member of the National Executive Committee.

The Canadian delegates were the guests of the Baltimore delegates, who gave a cabaret dinner at the Ritz-Carlton.

The Lubricated Hand

THE lubricated hand—commonly known as the greased paw—it is hinted cuts a considerable figure in securing orders for supplies. There may be the jealousy of rival salesmen behind the remark, "Oh, they grease the purchasing agent's hand." And again, in not a few cases the *real truth* may be subsituted for jealousy.

One salesman said to PRINTER AND PUBLISHER that before he could secure an order from a certain public body he was asked to sign a document benefiting financially a certain hanger-on. Knowing the character of this salesman, who bears a reputation of the strictest probity, we are forced to the conclusion that this gentleman states a fact.

PRINTER AND PUBLISHER has been informed of several instances of the "greasing" of employees of what may be called private concerns. An American salesman sold a considerable quantity of his product to a certain concern. He alleges that the head of the department asked him one evening on the street what he (the head of the department) was to get out of it. The salesman replied that his house did not do business that way. Every kind of fault was found with this particular product, and the salesman "noticed" that he did not receive a repeat order. No fault could be found with the product referred to, for it is used in many of the best establishments of the world—in fact, it is a standard in its line. We could print many more allegations such as the above.

Lubricating the hand is a serious offence. Conviction might force the offender to a "job on the farm," generously provided by the authorities. At first we doubted many cases that we have heard of, but we are beginning to believe that the "lubrication of the hand" has developed into one of the fine arts.

The practice is a most pernicious one. Honest people contribute to the pockets of the meanest of all crooks—the man in whom confidence is reposed, and then betrays it.

Safety First

THE Ontario Safety League are sending out printed bills for posting in factories and other places, warning men to be careful, and inculcating the idea of carefulness. The purpose of these bills is excellent, but one questions the wisdom of the League in not using the public press of the country as a better form of conveying warnings, or as an additional form of publicity. A potency and universality attach to advertising appearing in the public press not attainable at so low a cost in any other way. This fact seems so obvious that its urging should not be necessary; yet constantly one is encountering practices that do not square up with the best judgment and experience.

It remains for the publishers of Canada to do much educational work—this in their own interests.

Canada's New Era as a Paper-Making Country

Many New Developments for the Expansion of Canada's Paper Trade—Britain to be a Heavy Customer—South America Also

THAT the news print manufacturing industry of Canada and the United States is beginning a new era and is destined to make rapid strides of expansion during the next year than has taken place in any similar period since paper manufacturing was first developed in this continent, is the statement made by the *Paper Mills and Wood Pulp News*, of New York, in a comprehensive article on new undertakings now being projected.

A number of the large news print manufacturers have recently announced plans for increasing the production of this commodity by more than one thousand tons per day.

The following undertakings are to be developed in Canada:

The International Paper Company has announced, through its main offices at 30 Broad street, New York, that plans have been completed for a new 200-ton news print mill to be erected in Canada. This mill will produce news print paper, ground wood pulp and a surplus production of sulphite pulp. Outside of the fact that construction would be commenced as soon as building material could be contracted for to advantage, the officials of the company refused to give any further details.

Price Brothers & Company, Limited, of Kenogami, Que., have contracted for a new 156-inch paper machine which will be installed and ready for operation by next April, and which will increase their production fully one-quarter of the present output. It is also understood that this company is contemplating the purchase of a new 205-inch machine to further increase its capacity.

The Donnacona Paper Company, Limited, of Donnacona, Que., is installing a new paper machine which, when in operation, will increase the output of its mill by 50 tons per day.

The Laurentide Company, Limited, of Grand Mere, Que., decided several months ago to double the capacity of its plant from the present output of 200 tons to an ultimate production of 400 tons per day.

The Union Bag and Paper Company is constructing a news print mill at Three Rivers, Que., which will have a capacity of 100 tons per twenty-four hours.

The Ontario Paper Company, Limited, of Thorold, Ont., is installing a new machine of 60 tons per day capacity, which it is expected will be in operation by November 1 next.

The Abitibi Power and Paper Company, Limited, of Iroquois Falls, Ont., it is understood, is preparing to purchase two 235-inch paper machines, the largest in the world. In the event that this additional equipment is ultimately installed the company's production will be increased by 250 tons per day.

The recently formed Ha Ha Bay Sulphite Pulp Company, which has completed plans for building a sulphite mill at Bagotville, Que., is seriously considering the advisability of building a paper mill in conjunction with the new pulp plant. Should the company finally decide upon the paper mill, it will immediately order four 235-inch machines, giving it a production of at least 500 tons per day at the outset.

The new undertakings in the news print manufacturing industry of the United States include the new paper mill now being erected by the Northwest Paper Company at Brainard, Minn., which will be ready for operation in the autumn and which will have a capacity of thirty-five tons per day; the installation of a new 174-inch paper machine at the plant of the Ocean Falls Paper Company, recently allied with the Crown-Willamette Paper Company, at its plant at Ocean Falls, B.C., which will have a production of 50 tons per day and will be running by next March, and the new mill of the Hawley Pulp and Paper Company, in Oregon, where a 174-inch machine will produce fifty tons daily. This latter company, it is understood, is also contemplating the erection of a news print mill at Port Angeles, Wash., with an output of 100 tons per day.

The investment of many additional hundreds of thousands of dollars of capital in the news print manufacturing plants of the United States and Canada is not in the least surprising, even in these days of unprecedentedly high cost of all kinds of machinery or building materials, when it is understood that an entirely new readjustment of the world is about to be effected. And in this new arrangement the United States, and Canada particularly, are destined to play an important part.

Canada will eventully supply the entire British market with both paper and wood pulp, while the United States, together with Canada, will dominate the South American and other markets formerly controlled by the German, Finland or Norwegian manufacturers. These three latter countries will be vastly reduced as paper producing nations because of their inability to produce sufficient wood supplies, while, on the other hand, Canada and the United States, with their tremendous expanses of woodlands and rapidly increasing facilities, will gradually become the chief source of supply for the other countries of the world.

International Paper Company

THE greatest interest has been caused by the announcement that the International Paper Co. has decided to build a 200-ton newsprint mill in Canada, with a ground wood and sulphite pulp plant attached. This is regarded as a triumph for the policy of the Provincial Government of Quebec in putting an embargo on the export of pulpwood from Crown lands. The International Paper Co. holds cutting rights on something like 2,800,000 acres of lands in Quebec province, mostly situated on the Batiscan and St. Maurice Rivers. It shipped pulpwood from these limits to its mills in the United States for years, but it has not been able to ship much lately, as most of the lands over which it has cutting rights are Crown lands, to which the pulpwood embargo applies. It is expected that the mill will be erected at Three Rivers, Que., although there are other sites affording as good shipping facilities, such as Shawinigan Falls, on the St. Maurice, and on the Batiscan River such points as Notre Dames des Anges and Deux Rivieres. Apart from getting over the difficulty created by the embargo, it is said that the company will secure the advantage of a saving of around $5 per ton in the cost of manufacture, which is cheaper in Canada than in the United States. On 200 tons per day this would mean a saving of $1,000 daily, or $325,000 a year. This would represent the interest on a capital of over $5,000,000 at 6 per cent. The mill will cost far less than this amount.—*The Paper Trade Journal.*

Canadian Paper in Cuba

CUBA buys annually about 30,000 tons of paper. Of this 15,000 tons is news-print.

The greater part of this paper is imported from the United States and only a limited quantity from Canada.

As Canada sells yearly about 30,000 tons of paper, she could, therefore, supply Cuba's full yearly requirements. It would seem a good policy to sell direct to Cuba rather than sell to the United States and have them forward same to Cuba.—Toronto *Telegram.*

News Print Industry

IT IS probably no news that conditions in the newsprint industry never so threatened a runaway market as they do to-day. For several years the production of newsprint has not only failed to increase, but it has slightly retrograded, due to the diversion of mills from newsprint to other classes of paper production.

For three years the increase in consumption has been subnormal. In fact for the three years 1913, 1914, and 1915 official figures show a gain of but 6 per cent. in American consumption of newsprint. All of this increase and more, too, came from the output of Canadian mills, now estimated to be shipping over 1,000 tons of newsprint into the United States daily.

Some good judges feel that owing to the increased cost of paper, it will be a miracle if some newspapers do not have to suspend publication within the next six months. Of course this does not mean the big metropolitan dailies, but the smaller suburban dailies and the little weeklies.

It is estimated that due to higher labor and raw material costs the expense of producing newsprint is averaging $3 per ton more than in 1915. The manufacturers are getting this back in the price. That much of an advance is probably justified by actual conditions of expense.—Montreal *Star.*

Veteran Canadian Printer

JOHN MCVICAR, a former Kingston printer, has an interesting record.

In 1860 he left Kingston and took up the practice of his profession in Detroit, after spending a year in New York. He early joined the Union and won signal honors from his fellow-members, by his ability and zeal for the principles of the Union, and his strict attention to duty. He was several times appointed delegate to conventions, notably that at Memphis, Tenn., in 1867, when every delegate had served in either army or navy, in either the Confederate or the Federal side; that of Albany in 1869, that at Boston in 1875 and at Philadelphia in 1876.

Forty years ago Mr. McVicar was elected president of the National Typographical Union, being the first Canadian elected in that high position. In this capacity he presided at the Louisville convention in 1877, and was also chairman of the entertainment committee at the Detroit convention held in the next year.

Prepayment of Freight Chargs

THE Canadian freight classification calls for prepayment of charges for calendars, patterns, advertising matter, letter heads, and all printed matter, which would be of no use to anyone but the party to whom it is consigned.

J. W. Deyell Buys Lindsay Daily

J. W. DEYELL has purchased a controlling interest in the Lindsay *Watchman-Warder,* whose former owner, Mr. Allan Gillies, met his death by drowning about a year ago.

Mr. Deyell is an old Lindsay boy, and was graduated from Toronto University in 1911, since which time he has been Circulation Manager for the MacLean Publishing Company, Toronto.

Mr. Deyell entered upon his new work the first of August and will act as business manager in the reorganized company. Lindsay, it may be remarked incidentally, is experiencing a very considerable increase of prosperity owing to the establishment there of new industries and of the new Arsenal which Sir Sam Hughes has decided to erect in his old home town.



J. W. DEYELL

Who has acquired a controlling interest in the Lindsay *Watchman-Warder* and is now its business manager. Mr. Deyell is a graduate of Toronto University (Class 1911), and for the past five years has been circulation manager of the MacLean Publishing Company, Toronto.

Agencies Now Recognized

NINETEEN advertising agencies are at present recognized as official solicitors of general advertising for the members of Canadian Press Association. These agencies are as follows:

Baker Advertising Agency, Limited, Toronto.
Canadian Advertising Agency, Limited, Montreal.
Dean E. Sterling, Advertising Agency, Toronto.
Desbarats Advertising Agency, Limited, Montreal.
Financial Advertising Co., of Canada, Limited, Montreal.
Gagnier Advertising Service, Toronto.
Gibbons, J. J., Limited, Toronto.
Hamilton Advertisers' Agency, Limited, Hamilton.
Imperial Publishing Co., Limited, Halifax.
McConnell & Fergusson, London.
McKim, A., Limited, Montreal.
MacPherson-McCurdy, Limited, Winnipeg.
Norris-Patterson, Limited, Toronto.
Press Agency Bureau, Limited, Toronto.
Robertson, J. S. Co., Limited, Toronto.
Rowlatt, F. Albany, Toronto.
Smith, R. C. & Son, Limited, Toronto.
Thompson, J. Walter Co., Limited, Toronto.
Advertising Service Co., Limited, The, Montreal.

Overhead Charges in Printing and Their Recovery

The Divisions of Expenses—The Customer Must Pay All Expenses—What to Charge to Overhead—Divided Charges—What to Charge to Work Done—Avoiding Unprofitable Business

By HAROLD WHITEHEAD

ONE point of similarity between printers and plumbers is that both of them often lose money on jobs because they do not correctly estimate their costs, and consequently quote the low prices.

The question of what is overhead expense and what is production expense is an oft-debated one. More important, though, is the question of finding out what is the real cost of a job.

Expense can be classed under three divisions:

1. General Expense—that cannot be charged directly to the cost of production.

2. Labor Expense—(and this can be divided into productive labor and non-productive labor).

3. Material Expense.

This is the least number of divisions under which expenses may be classed. It would be an easy matter to prepare an elaborate accounting system that would give us cost of work and percentages of turnover, profit (or loss), etc., but the average plumber or printer wants a method that can be handled in a simple manner and yet be accurate.

THE CUSTOMERS MUST PAY ALL EXPENSES

All the expenses of a business must be paid by its customers—each customer must pay his just proportion if a profitable and growing business is to be built up.

What is a "just proportion?"

First, of course, a customer must be charged with the productive labor expense his work entails; he must be charged with the time of the men employed on his job.

If a workman is on piece-work, this, of course, takes care of itself; but if he works for a weekly wage. such time as he spends on a job must be charged to that job.

Any time paid for that is not used on some productive job should be considered as overhead expense.

WHAT SHOULD BE CHARGED TO OVERHEAD

Let us consider what expenses can be charged to overhead expenses, that is, expenses incurred that are not directly chargeable to a customer.

First, of course, come rent, taxes and insurance. Then comes interest on investment. Many people forget this item, but it is clear, if one thinks for a moment, that we ought to get, let us say, 6 per cent. on the money invested in our business, for if it were not there, it would be invested elsewhere and earning its 6 per cent. for us without any care or work on our part.

Office salaries, expenses for office equipment, stationery, light and heat, etc., are the next group of overhead expenses.

Then we come to tools and general equipment, and the expenses for storing, repairing and renewing of equipment and tools, and for the delivery of material to jobs, when such delivery is made by your own conveyances. Where the materials wanted on a job are sent by express, freight, or by special messengers the delivery expense is, of course, charged directly to the job.

Managerial salaries are overhead expenses, as are all advertising and selling expenses.

DIVIDED CHARGES

When a manager divides his time between management and working on a particular job his salary must be divided also. The time spent on the job should be charged to that job and the balance belongs to overhead.

Where the proprietor is also the manager, he should always pay himself a salary and not consider that he has "all that's left over when the bills are paid." He would get a salary if working for some one else, and he should get a salary when working for himself. This salary is an overhead expense, except such proportion as is earned by actual supervision of jobs, which proportion is, of course, charged to the different jobs.

This completes our list of expenses that belong to our overhead or "dead" expenses.

The expenses we have left are Productive Labor, which is charged directly to the jobs, and Materials, also charged to the jobs on which they are used.

These two expenses are chargeable to the customer, plus a percentage to cover overhead and a percentage for profit.

WHAT TO CHARGE FOR WORK DONE

Let us consider that our business last year amounted to $100,000. Productive Labor and Material Expenses amounted to $61,000; Overhead Expense (including Non-Productive Labor) to $25,000, leaving $10,000 (or 10 per cent.) net profit on sales.

This means that from every dollar we received we paid out 65 cents for labor and material, 25 cents for overhead, and the ten cents left is our net profit.

Assuming that this year's business will at least equal last year's, and that we must get the same amount of net profit, we can figure as follows in charging out a job:

For every dollar spent for labor and material add 39 cents to cover overhead expenses, and then add 15 cents to cover our 10 per cent. profit.

Thus, for every dollar spent on labor and material we must charge the customer $1.54.

To prove these figures:

10 per cent. of $1.54 (our profit)	15.4c
25 per cent. of $1.54 (overhead)	38.5c
	53.9c
Or in round figures	54c

Fifty-four cents deducted from $1.54 leaves $1.00, the cost of labor and material.

If our sales increase, as they should, and our overhead remains about the same, we can reduce our percentage for overhead and still make our 10 per cent. profit.

WHEN BUSINESS INCREASES

Let us suppose that our business increases so that we are doing just double the business we previously figured on, or $200,000 per year, but that our overhead has remained the same, namely, $25,000.

As we are doing double the quantity of business our labor and material cost will be twice $65,000, or $130,000. Our overhead expense is then 19.2 per cent. of the cost of material and labor. This means that to every dollar of material and labor cost we add only 19.2 cents for overhead, instead of 38.5 cents, as we previously did. If, then, the cost of material and labor is $1.00, the price to the customer, before adding profit, is $1.19. If we still wish our profit to be 10 per cent. of sales price we must charge for the job

$1.32. To show how this is reckoned $1.19 is equal to the sales price, after deducting 10 per cent. from the sales price; the $1.19 is therefore 90 per cent. of the sales price, namely, $1.32.

You will see by the above that instead of charging $1.54 for a job we can now reduce the price to the customer to $1.32, and still make the same 10 per cent. profit.

AVOIDING UNPROFITABLE BUSINESS

It will readily be seen that the house which vigorously goes after business, and which keeps its overhead expenses as low as possible, is able to outbid its competitors without any sacrifice of profit.

Most printers could do much more business without any increase of rent or non-productive salaries.

It is this lack of appreciation of what constitutes overhead, and the importance of keeping it down, that causes so many printers to accept unprofitable business.

Suppose you accept a job for $12.00 which costs you $10.00 for labor and material. You have not made $2.00 profit, but actually lost $1.00; for when you have added on overhead of 25 per cent. on sales price, which would be $3.00, your actual cost is $13.00.

Better be without a job than lose money on it.

The man who argues that if he "didn't take the job someone else would" forgets that overhead has to be paid by the customer, and if a competitor accepts business without allowing for it, he is putting himself out of business.

Let the other fellow take the unprofitable jobs—the more he takes the sooner he will cease to be a competitor.

Make it a rule in your business that every job must carry its own overhead expense burden and produce a legitimate profit for you. By this method only can success be attained.

This article may require reading more than once to fully grasp its significance—but it should be worth it.—*Harold Whitehead in Domestic Engineering.*

Ideas for Printers

FROM a box of collected booklets two handfuls of them were taken. Here is a list of a few:

INVESTORS' REFERENCE:
A 136-page booklet issued by a firm of brokers, listing firms whose securities they deal in, and containing names of officers and directors, and statements of capital and earnings. The booklet is, in addition, short treatise on investments and how to make them wisely.

HOT WATER IN THE HOME:
Issued by a firm of hot-water-heating engineers. Written in plain language for the man or family likely to be interested in the question of how to heat the home.

THE MACHINERY OF A VAST UNDERTAKING:
An elaborate illustrated account of a publishing house of large dimensions, having its own forests and paper mills; with some comments on its output.

A BIOGRAPHICAL SKETCH
of a famous author, issued by the publishers of his books, for the purpose of creating a deeper and more appreciative interest in the man; and a demand for his books.

IRISH HAND-MADE LACE:
The various makes and how to distinguish them. Published and distributed by a large dry goods house specializing in Irish goods. Bound in a striking titleless cover, whose design was a piece of beautiful Irish lace, printed on white stock in a delicate cream and a green bronze.

WHAT IS YOUR IDEAL OF A MOTOR CAR?
Published by a firm of motor-car makers. An exceedingly interesting and informative brochure, helpfully illustrated, culminating, in its text, into an advertisement of a car declared to embody all ideals.

A LITTLE MAGAZINE WITH A SILVER LINING:
A house organ issued by a firm of silverware-makers. Beautifully printed and very interesting.

WHAT USERS SAY
A well-printed booklet made up mainly of testimonials of persons who have installed in their homes a certain down-draft furnace. Illustrated with pictures of dwellings in which this furnace has been installed.

A MAILING CARD:
Issued by a real estate firm. A good map is the main feature. The appeal is contained in the words: "A sunny place for you to spend the shady part of your life in."

THE DRIVER'S SAFEGUARD:
A very finely printed and conceived booklet to advertise an electric horn for motor-cars.

WHAT TO SEE IN NEW YORK:
Issued for complimentary distribution by the John Wanamaker store, freely illustrated, interesting text, and a good map in colors and of good size.

WALL PAPERS FOR THE HOME:
Illustrations in 3-color process, with interpretive inscriptions below them. Issued by a wallpaper manufacturer whose name does not appear, for his retail dealers, for them to distribute to their customers.

HOW TO KEEP THE HOUSE WARM:
Issued by a firm of coal dealers. Tells of the heat value in coal, how to keep warm; pointers for furnace users, the right size of coal. Something about radiators and chimneys.

* * * *

Every one of these publications, taken at random from a large collection, is suggestive of a similar booklet which Canadian printers can suggest to customers and prospects, with the good hope of getting orders.

The ideas that some have used can be used by others. The very fact that these booklets have been published means that there was first an idea in somebody's brain, and that somebody—probably a printer—took this idea to a prospect and "got away with it."

PRINTER AND PUBLISHER'S object in listing these few examples of work done is to stir up some of Canada's larger printing houses to study more closely than they may have done, the infinity of possibilities for booklets and special publications, with the ultimate object of devising new suggestions, or using old ideas with respect to new users of them.

Unacceptable Advertising

MANY leading daily newspapers will not accept advertisements that can be classed as follows:

Massage.	Lotteries.
Bucket Shops.	Raffling schemes.
Suggestive books.	Guaranteed cures.
Matrimonial offers.	Offers of large salaries.

Large guaranteed dividends.
Fortune tellers, palmists, etc.
Offers of something for nothing.
Attacks of a personal character.
Objectionable medical advertising.
Fraudulent or doubtful financial offerings.
Want advertisements—requesting money for samples.

U.S. Newspaper's Galaxy of War Correspondents

Bassett Digby—Edward Price Bell—Paul Scott Mowrer—E. Percy Noel—Louis Edgar Browne—John F. Bass—Percival Gibbon—Anthony Czarnecki

The accompanying sketch relates to the war correspondents of the Chicago Daily News. While the names of many war correspondents are familiar enough, particulars concerning their work, identity and experience are not so generally known. PRINTER AND PUBLISHER *believes that many of its readers will read with much interest the accompanying short article which appeared in the Vancouver Province, a subscriber to the syndicate service of the Chicago Daily News.*

AT the outbreak of the war the Chicago *Daily News* had in Belgium three enterprising correspondents always within sound of the German guns. Harry Hansen, Maurice Gerbeault and Jacques Obels mingled with the Belgian and German forces for days and Mr. Hansen moved with the latter across the frontier into France. Then suddenly the Germans gathered up the newspaper correspondents and Hansen and Gerbeault were arrested with others. Obels, however, continued to transmit news of the military operations and the burning of towns. Not until Antwerp was invested did the Germans gather him up and send him under arrest to Brussels because he knew the positions of the great howitzers that were blowing Antwerp's forts to fragments. In this early period of the war no more remarkable stories of the march through Belgium appeared anywhere than the despatches of Hansen and Obels, describing what they themselves had seen.

IMPORTANT WORK IN BERLIN

Meanwhile, in Berlin, Mr. Swing had seen and presented with photographic accuracy of detail the beginning of the German war preparations. His pictures of the stirring scenes in the German Empire were immediately accepted as not only surprisingly clear and convincing, but of high literary quality. Then while all the world was marvelling at the almost incredible rapidity with which the forts of Liège and Namur had been destroyed, and was even hinting at treachery on the part of the defenders, Mr. Swing cabled a full description of the great new howitzers that had done the work. Thus was the public first informed of the nature of these remarkable engines of destruction that have since blown open such great fortresses as Antwerp, Maubeuge and Novo Georgievsk.

HOW CZAR'S FORCES ASSEMBLED

Bassett Digby, hurrying back from a remote part of Siberia, told of the mobilizing of the forces of the Czar, and first made known to the world that Japanese cannon and Japanese gunners were with the Russian armies on the German frontier. Later Mr. Digby went to Egypt and gave pictures of the desert warfare in Arabia and along the Suez Canal. His more recent great story of the Russian evacuation of Warsaw and his description of the flight of vast throngs of refugees from Poland and Courland into the heart of Russia were reprinted throughout the world.

Edward Price Bell has given more information in regard to the diplomatic side of the war than has any other correspondent. Mr. Bell's celebrated interview with Lord Haldane, then a member of the British Cabinet, in which interview his lordship first told the story of his celebrated visit to Berlin in the interest of peace, has been circulated by hundreds of thousands of copies, and has been a source of controversy in Germany ever since its first publication. Mr. Bell's later interview with Walter Runciman, president of the British Board of Trade, on the financial position of Great Britain as compared with that of Germany has been even more widely copied.

GREAT STORIES FROM STAMBOUL

Mr. Swing, besides his brilliant correspondence from Berlin, has described from observation and intimate knowledge the methods of the fighting Turks on Gallipoli Peninsula and has interviewed the leading men of Constantinople from the Sultan down. His two greatest stories sent from Turkey were that of the five-thousand-mile voyage of the German submarine U-51, under the command of Capt. Otto Hersing, from the Kiel Canal to the Sea of Marmora, and his own experiences when the Turkish transport on which he was a passenger was torpedoed and sunk by a British submarine.

Paul and Edgar Mowrer and Mr. Decker have sent many stories of the exploits of French and Italian troops. Harry Hansen in a series of articles on the experiences of Austrian soldiers in Galicia and the Carpathians added to the reputation he had won in Belgium at the outbreak of the war.

Mr. Noel's difficult work in the field of aviation has produced a succession of notable articles dealing with the daring operations of the fighting airmen or with the preparations of the various war boards for new achievements by aerial forces of the Allies on the western front. He is recognized as the leading authority on military aviation among correspondents in the war zone.

WHEN SERBIA WAS OVERTHROWN

Louis Edgar Browne's description of the surroundings of the British fleet under Admiral Jellicoe first gave the world knowledge of its position in its northern sea stronghold and the methods employed in guarding it from submarine attack. His great dispatch of last August describing the landing of British forces at Suvla Bay and Anzac and their constant fighting made a sensation throughout this country and in Europe. His recent extraordinary adventures with the Serbian army during its last desperate battles and with the fleeing remnants of that army and the fugitive Serbian Government in the desolate, snow-covered mountains of Albania have furnished him with a vast quantity of descriptive material for a series of masterly dispatches cabled from Rome. These dispatches were promptly cabled back to Europe from Chicago and widely published in the newspapers of the belligerent countries.

E. PERCY NOEL

E. Percy Noel was sent to Europe at the outbreak of the war for the special purpose of dealing with the work of military and naval aviators. He has performed his task so well that he stands unrivalled in this field. The work done by Mr. Noel requires much technical knowledge and intimate association with the great war aviators. Mr. Noel was well equipped for this special task. As editor of a leading aviation periodical before he went to the war, he

knew practically all there was to be known at that time about aviation and was acquainted with the leading aviators and aeroplane builders of the various countries. His unique service has given a peculiar value to all who realize how important is the work of the aviators and how rapidly the art of flying is developing under the stern necessity of war.

JOHN F. BASS

John F. Bass, who served for many months as the representative of the Chicago *Daily News* with the Russian armies in the field and who is now at Saloniki, is the most thoroughly equipped and most widely experienced of living war correspondents. Born in Chicago, a graduate of Harvard University and a member of the New York bar, he has followed the paths of war much of the time in the last twenty years, and in intervals of peace he has travelled widely. His explorations have made him a fellow of the Royal Geographical Society and a member of other learned organizations. Mr. Bass made his first campaign with the British troops in Egypt in 1895. In that year also he reported a great insurrection in Crete, and there became the personal friend of M. Venizelos, the famous Cretan statesman and former premier of Greece. In 1896 he travelled through Armenia in the wake of the Turkish massacres in that unhappy land. In 1898 he saw the Cretan rebellion and the war in which Turkey defeated Greece. Then followed in succession the Spanish-American war, 1898; the Philippine insurrection, 1899; the Boxer insurrection in China and the march of the European Allies to Pekin; the Bulgarian uprising in Macedonia, 1903, and the Russo-Japanese war, 1904. For six months Mr. Bass accompanied Gen. Kuroki's army from its crossing of the Yalu River up to the great battles in the heart of Manchuria. His report of the battle of Lioayang was one of the greatest of modern war stories.

LOUIS EDGAR BROWNE

Louis Edgar Browne, whose brilliant work with the allied forces at the Dardanelles attracted attention throughout this country and in Europe, is a graduate of the United States naval academy at Annapolis. He is an experienced writer on naval affairs, and for a considerable period he served as instructor to the officers of the Greek army, in which he held the rank of captain. His expert knowledge of naval warfare has given his despatches a peculiar value. His reports of operations in the English Channel and about the great naval base of the British fleet to the north of Scotland were of wide interest before his service began in the waters of the Aegean. Most remarkable of all has been Mr. Browne's service in Serbia, where he was the one correspondent who saw the last desperate battles of the Serbs against the Germans, Austrians and Bulgarians. With the Serbian Government and the remnants of the Serbian army he made the terrible march through the mountains of Albania. His despatches from Rome describing what he saw in that wild field of war are accepted here and in Europe as the chief journalistic achievement thus far during the present war. Mr. Browne is now in Mesopotamia with the British forces confronting the Turks.

COMMISSIONER TO POLAND

Anthony Czarnecki, former election commissioner of Chicago, in recent months has made a careful study of conditions in the German province of Posen, in Galicia and in that part of Russian Poland held by the Germans and Austrians. He travelled widely and came into close touch with the people whose language he spoke, receiving valuable opportunities from the German and Austrian authorities to look into all phases of the sufferings and hardships brought upon the population by the war, which has ravaged so large a part of old Poland. The articles describing what he learned in his investigations are attracting the deepest possible interest among the Polish, Jewish and Bohemian residents of the United States. They are being translated and republished in Polish, Bohemian and Jewish newspapers of this country and Europe. Mr. Czarencki's articles are accepted as giving the first full and accurate picture of conditions in those war-devastated regions where Russian, German and Austrian armies have fought for so many months and where they are now fighting desperately.

GIBBON ON RUSSIAN FRONT

Perceval Gibbon, on the Russian war front, is a well-known author and war correspondent who has travelled widely, particularly in Africa. He was born in Wales in 1879 and was educated in Germany. After some years in the merchant marine service, sailing on English, French and American ships, he took up authorship and journalism. His novels, "Souls in Bondage," "Salvator" and "Margaret Harding," and his volume of short stories, have had a wide sale. Mr. Gibbon has been with the Russian forces during many months of the present war. His descriptions of the battles before Warsaw, which he beheld in company with Mr. Bass, were quoted throughout the world because of their admirable qualities of vigor and clearness.

Canada's War Records

SOME interesting details are given in a report which has reached the Dominion Government from Sir Max Aitken on the joint establishment of the Canadian representative at the front and the Canadian war records. Sir Max first entered on his duties as Canadian eyewitness single-handed, but is now assisted by a considerable staff of wounded soldiers, who are engaged in the compilation of history which they had helped to make.

The Canadian War Records branch of Sir Max Aitken's activities is engaged in the task of putting in order all material which will ultimately be required for the Canadian archives and for the use of Canadian historians, including the diaries of various regiments, brigades and other Canadian units' reports, photographs, maps, drawings, etc. The records so far completed have been brought only so far as the second battle of Ypres. Every effort is also being made to keep the British press informed as to the doings of the Canadian troops in the field, "publicity for Canada during this war being inseparably bound up with Canada's credit."

An official photographer, Capt. H. E. Knobel, has been appointed, and is now compiling full photographic records of all towns, positions and trenches occupied by Canadian troops. Arrangements have also been completed for cinematograph operators to take films of the Canadian troops in the trenches and in action. These will be exhibited, not only in Canada, but in neutral countries throughout the world.

The Canadian representative also undertakes the circulation among the troops at the front and in England of a daily news bulletin from Canada. The Canadians are the only soldiers to enjoy such a special news service.

Weekly Publishers Executive

THE officers and Executive Committee of the Weekly Section of the Canadian Press Association elected at the recent Annual Meeting of the C.P.A. are as follows: E. Roy Sayles, Port Elgin *Times*, Chairman (re-elected); J. J. Hunter, Kincardine *Reporter*, secretary (re-elected); Executive Committee: J. H. Brown, Newcastle, N.B., *Union-Advocate;* J. A. McLaren, Barrie *Examiner* and *Saturday Morning;* Mrs. W. J. Rowe, the Manitou, Man., *Western Canadian*, and George Broadley, the Scott, Sask., *Herald*.

Estimating Time Required for Hand Composition

Actual Experience and Records—What a Compositor Can Do in an Hour —Number of Words in a Square Inch -- Time Required for Proof-reading

By HARRY M. BASFORD

OF ALL the problems that come before the estimator or printer for solution, the hardest perhaps is that of estimating the time that will be required for the necessary hand composition and other hand work on a job of printing. This is true because men are not machines, and there seems to be more variation in the time required for strictly hand work than there is in the running time of a press or the output of a linotype.

Simple small orders such as letter heads, envelopes, etc., requiring only a few lines of plain composition, are comparatively easy to estimate, but on large orders or complicated work the difficulty of correctly estimating the time required and consequent cost of this hand work increases rapidly. And a large catalogue may often be produced at an actual loss which may be directly attributed to the cost of hand work being much higher than estimated.

HAND COMPOSITION FREQUENTLY SHOWS MORE TIME THAN ESTIMATED

My own experience and observation shows that handwork of any kind except the very simplest, very frequently shows more time on the cost sheet than was estimated and I wish to show by the actual records of work produced how some of this variance and consequent loss of profits may be avoided. All of my references to the cost of handwork will be expressed in units of time rather than in a dollar and cents cost because the time and the ability and speed of printers do not vary throughout the country, while costs per hour do.

COMPOSITORS ABOUT SAME IN ALL CITIES

Compositors are about the same the country over and can be depended upon to produce an average amount of work in an hour or a day; so that unless you disagree with this statement and contend that printers in one city are more rapid or accurate in their work than those in another part of the country, the information contained in the following paragraphs should be equally valuable to the master printer or estimator, whether he is located in one of the large Eastern cities or on the Pacific Coast.

WHAT A COMPOSITOR CAN DO IN AN HOUR

Taking up first the elements of simple hand composition, it is generally accepted as true that a hand compositor will average 800 ems of straight matter per hour. This amount of matter is based on type of medium size, 10 or 12 point, and on matter set to an ordinary length of line, from legible copy. Type of a larger size or as small as 6 point requires more time and a very short line reduces the output of the compositor because of the extra time required to justify.

THE COST OF COMPOSITION BASED ON HOURS

It is sometimes important to know how many words there are to the square inch of type of different sizes, also the average number of words which may be set in an hour. The average compositor will set 320 words of 10 point, 300 words of 8 point, or 280 words of 6 point matter per hour. There are 14 words leaded or 20 words solid to the square inch of 10 point type; 22 words leaded or 30 words solid to the square inch of 8 point and 32 words leaded or 44 words solid of 6 point.

Based on an hour's cost of $1.25 the average cost per thousand ems of 6, 8, or 10 point matter is about $1.60 or $4.25 per 1,000 words.

To find how many pages a book set in one size type will make if it is set in another size, you should multiply the number of ems on a page by the number of pages and then divide this number by the number of ems in a page of the size type in which it is to be set.

NUMBER OF WORDS IN A SQUARE INCH

The following comparative table showing the number of ems and the number of words in a square inch of solid and leaded matter will often be found valuable:

Point	Ems in Sq. Inch	Words in Sq. Inch Solid	Words in Sq. Inch Leaded
5½ pt. (Agate)	171.36	52	40
6 pt.	144.7	47	34
7 pt.	105.8	38	27
8 pt.	81.	32	23
10 pt.	51.84	21	16
11 pt.	42.84	17	14
12 pt.	36.	14	11

MAKE-UP OF MATTER

The make-up of matter is a particularly bothersome item to estimate correctly. I have found in actual practice that ordinary book pages 6 by 9 inches can be made up, including the placing of headings, at the rate of 4 pages per hour, if the work is to be printed in one color. If the matter must be made up for two or more colors, I have found that each page, of each color should be considered as a page, for instance a 16-page booklet run in two colors should be considered as 32 pages and 8 hours time allowed for make-up for color.

HANDLING INTRICATE OR TABULAR MATTER

Intricate or tabular matter moves much slower and I have before me the record of a 20-page booklet 6 by 9 inches set in 10 point type, of which 14 pages were tabular matter and 6 pages straight matter. The make-up on this book amounted to 20 hours.

Another 6 by 9 inch booklet of 16 pages set up in 8 point linotype matter requires 6 hours for make-up and composition of the title page, which bears out fairly well my original estimate of 4 pages to the hour for make-up.

A price list of 56 pages, 4½ by 7 inches, monotype composition, required 19 hours for make-up, while a booklet the same size but 184 pages of 8 point linotype matter required only 23 hours.

TIME TAKEN TO MAKE UP A SMALL BOOKLET

A booklet 5 by 8 inches containing 126 pages of linotype matter required 25 hours for make-up and a price list of 56 pages of 4¼ by 6½ inches, linotype composition, required only 9½ hours. This booklet was very plain matter, with no hand set heading, which accounts for the comparatively short time required.

A report of 64 pages set in 6 point linotype matter, 5 by 7 inches in size, required 32 hours for make-up.

A price list of 72 pages 5 by 8 inches, with type page 3 by 7 inches, required 11½ hours for make-up; this was set in 8 point with 10 point headings.

MAKE-UP TIME ON A FURNITURE CATALOGUE

A furniture catalogue 16 pages and cover, 8 by 11 inshes, with hand set headings and work around cuts required 26½ hours to make up.

A 24-page booklet, 4 by 9 inches, was made up in 4 hours and a 72-page booklet about the same size required 10 hours.

A 24-page booklet 5 by 8 inches with cuts, required 14 hours for make-up.

Going into larger books, a catalogue of 154 pages with cuts, size 5½ by 8½ inches, took 64 hours for make-up, and a pamphlet of 184 pages, 3¾ by 7½ inches, was made up in 23 hours.

THE ITEM OF LOCK-UP TIME

The item of lock-up is one that is frequently overlooked in making an estimate. The lock-up or stone man appears just as regularly on the pay roll as any other employee and the successful plant will be paid for his time just as fully as for the work of the hand compositor or man doing make-up work.

The stone man should lock up the ordinary small form of 8 pages of a book in an hour and this base is a safe one to use in estimating, although many large forms may be locked up much quicker, proportionately. The lock-up of small forms on platen presses requires only a few minutes but should not be over looked for that reason, 5 or 10 minutes time should be allowed for the lock-up of any form, however small.

TIME REQUIRED TO LOCK-UP DIFFERENT FORMS

Here are some additional figures regarding the time required for locking up different kinds of forms:

A 24-page booklet, one 8 and one 16-page form 4 by 9 inches, set in 8 point, required one and three-quarter hours.

A 16-page booklet 8 by 11 inches, machine composition, hand set headings and cuts, required 5 hours.

A book of 104 pages, 6 by 9 inches, run in six, 16-page forms and one, 8 page, took 7 hours.

A catalogue of 154 pages, 5½ by 8½ inches, run on 38 by 50 inch. stock, required 18 hours.

A 90-page catalogue 7 by 10 inches required 10 hours.

THE MATTER OF PROOFREADING

Another cost item that is frequently overlooked is proofreading, although the reading of proofs is an item of considerable expense in every plant.

A large and successful printing house with which I am familiar makes no charge for proofreading on small jobs of commercial printing, but on booklets and all other work estimates the cost of proofreading per hour at the same rate as for hand composition.

ESTIMATING COST OF BLANK BOOK HEADINGS

In the olden days before the time of cost systems we used to say "A blank-book heading costs $1.00 or $1.50 or $2.00 to set," but such loose methods as these are not countenanced nowadays by successful estimators.

The plan that I have always found most convenient in estimating the cost of setting blank-book headings is to divide the heading into parts, estimating each part separately. This is the way in which the compositor does his work in setting a heading, if it is a long one, and is I believe the correct method of estimating the time required.

WILL SET 8 TO 10 COLUMN-HEADINGS AN HOUR

As a basis for this class of work, a compositor will average setting the headings of 8 to 10 columns per hour, if there are not over two or three lines in the heading. For instance, the heading of an ordinary loose leaf ledger or other sheet 11 by 11 inches, requires one hour, and a sheet 14 by 11 inches about one and a quarter hours.

TIME REQUIRED FOR LETTER HEADINGS

Even such simple work as letterheads often prove difficult to estimate, particularly those forms requiring what might be termed fancy composition. The letter-head with 40 or 50 short lines running down the left-hand margin, is one frequently met with. My records on this class of work show an average time of one to one and three-quarter hours for the composition of such a form.

TAKING PROOFS FOR BOOKWORK

The time of taking proofs for bookwork and complicated forms must be considered and will amount to quite an item on some orders. While it is difficult to estimate, an allowance should be made to cover this item, which can only be determined by experience.

TIME ON A 288-PAGE CATALOGUE

A catalogue of 284 pages and cover, size 8 by 10 inches, showed 337 hours time for hand work and make-up, and 35 hours for locking up the forms. This book was illustrated with cuts of various kinds, the type being 6 and 8 point linotype of various measures ranging from 10 to 18 picas.

The Cost of Producing Printing

WHAT is cost of production? It is all included in (1) material, (2) labor, and (3) cost of doing business. All added to these three items is profit, pure and simple. Any sum less than the total of these three is loss—positive loss.

MATERIAL COST

Material cost is easily known, but there is always some expense in handling it, whether it is paper, electros, linotype composition, or other material bought from dealer or manufacturer. This cost of handling should be added to the prime cost to get the real cost. Possibly ten per cent. covers this.

LABOR COST

Labor cost is more difficult to arrive at. The printer pays a compositor a fixed rate per hour, no matter what said compositor may be doing. Only two-thirds of his time is spent on actual saleable work, hence his productive hour costs half as much again. Then there is the foreman, proof-reader, copyholder, office boys, etc., whose time is more or less non-productive, non-saleable; then comes a string of unavoidable expenses in the composing-room—proof rollers, proof paper, toilet necessities, string, rags, turps, etc., all of which become a burden upon the productive hour of the compositor. If every printer would figure out this carefully from actual facts—not guess at it—he would find that the saleable hour, the only hour on which he gets returns, will have cost quite a substantial figure.

THE COST OF DOING BUSINESS

The cost of doing business is the other item, and here is where most printers fall down completely, and herein lies the reason why so many printers are struggling along. This cost of doing business includes all salaries of proprietors, managers, salesmen, office staff, all telephone and telegraph charges, all postage, stationery, cartage (unless otherwise provided for as direct charges against jobs), all advertising, bad debts, firm charities, subscriptions, etc. Then the cost of doing business must needs include rent, taxes, depreciation, interest on investment, and all other expenses not otherwise provided for.

A fair proportion of all this overhead burden must be

added to each productive or saleable hour in each department. Nothing must be allowed to escape being charged.

The knowledge of these figures is essential to the individual proprietor. He should know beyond question what his own costs are in his own plant, and not assume, as too many do, that his costs are below the average, that he is a little smarter, quicker, brighter and more efficient than is his competitor.

Printing Calculations

TO ASCERTAIN the number of ems in a page, find the number of ems in one square inch from this table and the number of square inches in the page; multiply.

To ascertain the number of pages required for a bunch of copy, count the words in five or ten average pages and use the following table. Allow the necessary lines for chapter headings, etc. The knowledge thus obtained enables the printer to spread or condense so that the book under consideration shall work even eights, twelves, sixteens, or whatever the pages are to be made up for.

Advertising men as well as printers can utilize this table to great advantage.

Size Type Points	Ems in Sq. in.	Sq. in. in 1000 Ems	Ems in 1 lb. Type	Words in Sq. In. Solid	Words in Sq. In. Leaded	Leads in 1000 Ems Ounces
4½	256	3.91	1024	82	57	5½
5	207*	4.82	829	60	44	6
5½	171*	5.84	685	52	40	6¾
6	144	6.94	576	47	34	7½
7	106*	9.45	423	38	27	9
8	81	12.35	324	32	23	10½
9	64	15.63	256	27	20	11
10	52*	19.29	207	21	16	12½
11	42*	23.34	171	17	14	14
12	36	27.78	144	14	11	16½

*The precise figures are: 5-point, 207.3; 5½-point, 171.36; 7-point, 105.8; 10-point, 51.84; 11-point, 42.837; but unless the totals are very large, the nearest whole number gives results practically correct.

Organization of Employing Printers

SUPPOSE ten first-class shops should get together. Suppose the ten proprietors who do good printing, give good service, know their costs and add a fair living percentage of profit to all prices, should get together and form a "Backbone Society"; an organization that meets to lunch and talk and confer together in entire confidence.

Suppose they hold each to the other, as against all tendency to let go and follow the fighting rabble—the kind of printers who will cut each the other's throat, and who believe that the devil takes the hindmost—and they don't want to be taken.

The word CONFIDENCE must be at the masthead and must be spelled in caps. Where interests are admittedly mutual, there can be this confidence. Where each intends honest treatment of the others and is willing to take only his share (not the share of any other), there can be confidence. Where there is "adhesiveness" in a business policy, there can be confidence. And when there is this confidence the few, sharing it, with their backs against the wall (competitive wall) can "meet all comers."

And these worthy few would succeed. Not instantly, but finally. Because they would be working with a law universal—the large good—the distribution of benefits—the sharing of what there is coming. A house divided against itself—cannot stand. The printing industry is a house thus divided. It cannot stand. From the ruins, after the fall, some such organization as this will come. And its membership will prosecute the printing business in peace and with success.—Montreal *Printing Trade News.*

Private Printing Plants Unprofitable

A FEW years ago the Holt Manufacturing Company installed a printing outfit at its Stockton, California, factory for the purpose of doing the printing for all its branches. After some years of experience the concern has found it more profitable to confine its labors to its own line of business and get printing done by those who specialize in the printing art. Hence the Holt Company has sold its presses, type and printing material to E. E. Dennison and A. C. McKellar, who will operate under the firm name of the Dennison & McKellar Company.

The Holt Company is the second large manufacturing establishment in Stockton which has made the experiment of operating a printing plant to do its own work, and after a thorough test has found that it paid better to have its printing done by a printing concern. The Sperry Flour Company operated a plant in Stockton for a few years, but decided that it was a losing venture, and the plant was sold out piecemeal, the bulk of it being purchased by the *Record.*

According to the *American Printer,* from which the foregoing item is clipped, thirty-five private plants were discontinued in Chicago during the year 1915.

How to Keep Printing Ink

IT IS not economical to carry a heavy stock of colored inks or fast drying blacks. Slow drying blacks may be heavily stocked, as they do not harden, but improve with age. Printing inks should be stored in cool closet or room. Lids should always be kept on the cans, and the ink therein should always be covered with lard oil, which prevents a skin forming. Water, glycerine and varnish, are not so good as lard oil. When opening a can, be careful to leave the label intact and glue it on again should it come off. Remove tight lids by gradually loosening with a knife-blade, working the blade under the lower edge of the lid around the can.

Do not dig a batch of ink from the centre of the can without levelling the residue and covering it with lard oil. Do not allow a can of ink to stand uncovered and unprotected by lard oil for hours and days, but always cover as soon as quantity needed has been withdrawn. The lard oil is kept in the cover when can is in use.

Keep the cans clean on the outside so that the label may be read and that the cans may be handled without soiling the hands. Care in handling ink and can soon becomes a valuable habit.

Unrealized Aspirations as Promissory Notes

THE best part of every man's education is that which he gives himself. Some officers of printers' organizations give themselves a great many airs for what they are going to do, and then take credit for the unaccomplished. Some rank and file printers do the same thing. It is only accomplished facts that can be looked upon as hard coin; the unrealized aspirations are merely promissory notes and these may never be cashed.

To those who have worked, who have done something, and who can point to results, these promissory notes do not represent values. Unrealized aspirations are only good as far as they go, and unless they "go" they are not worth anything; like doubtful bills. they can be cashed—if cashed at all—only at a tremendous discount.

He who makes a claim for attention on what he is "going to do," and gives no evidence as to what he has done, comes near being an impostor. Deserved success is the only success worth while.

Frank A. Munsey Becoming Power in the U. S. A.

The New York Sun Under Dana—Bygone Canadian Political History — Munsey and Hearst Contrasted

THE purchase of the New York *Sun* by Frank A. Munsey, and its amalgamation with the New York *Press*, which he owns, is of special interest to Canadians. Under the brilliant Dana the paper was most unfriendly to Canada. In his sanctum were nursed schemes for the peaceful, or forcible if necessary, annexation of Canada to the United States. He was treasurer of the fund raised by Carnegie, Erastus Winman, and others to buy Canadian newspapers and leading voters. The correspondence and subscription lists fell into the hands of Secret Service officers. They involved a number of prominent Liberals, including Sir Richard Cartwright, Prof. Goldwin Smith, and Edward Farrar, editor of the *Globe*. Sufficient evidence was procured against them to warrant their arrest for high treason, but Sir John Macdonald, then Prime Minister of Canada, contented himself with exposing the Liberal leaders and appealing to the country in a general election on the loyalty cry with the motto:

"A British subject I was born, and a British subject I will die."

Many Liberals—among them being Hon. Edward Blake, former leader of the party—withdrew and supported the Conservatives. Mr. Blake shortly afterwards left Canada and assumed the leadership of the Irish Nationalists in the British House of Commons. Sir John swept the country. Farrar resigned from the *Globe*, made his headquarters at Ottawa, and, until his death recently, continued to contribute to the columns of the *Sun* information of an unfriendly character.

MR. MUNSEY IS PRO-ALLY

Under Mr. Munsey, the New York *Press* has been strongly pro-ally. He established and is maintaing the largest wards in the American Red Cross hospitals, France and England, for the French and British wounded. The German propagandists tried to buy the *Press*, offering over $2,000,000 for it, but, as a matter of principle, he refused to consider the offer and said nothing until the correspondence was uncovered some time later among the German official papers captured by the British.

From this, it is to be inferred that the *Sun*, under Mr. Munsey, will be at least fair, if not generous, to Canada and its people—a very welcome change. In fact, a very important change at this time, when our future material progress depends so much upon the friendship and co-operation of the United States leaders in finance and business. Based on the progress the *Press* has made in circulation and influence since he acquired it, four years ago, the united *Press-Sun*, backed by his great ability, absolute independence, enormous wealth—for he is one of the richest of United States multi-milionaires—his broad Americanism, and the personal attention he is likely to give it, the paper should become a very powerful organ of public opinion.

The greatest factor in any country is a newspaper or periodical, personally conducted by an owner of ability, who has no selfish interests to serve; no petty prejudices to satisfy; whom no advertiser or group of men can influence. These men carry the nation, or their particular section of readers, with them. The financiers or others who buy into big city dailies get gold bricks of expensive proportions, and long after their control has disappeared the taint remains with a suspicious public.

MR. MUNSEY AND MR. HEARST

Mr. Munsey and Mr. Hearst, with their dailies, periodicals and business papers, are now the two outstanding figures in North American journalism. Those who know them intimately say they are actuated by the highest motives, working for the national good by opposite methods. Munsey, a far-seeing Republican statesman, safe, conservative, aggressive, accurate, a strong protectionist, appeals to the judgment of the people. Hearst, a past master in Democratic ward politics; a marvel in stirring the prejudices of the masses. Munsey hates sensationalism; Hearst revels in it.

Munsey was born in Maine, of a long line of Mayflower-Puritan, Scotch-Irish ancestors, reared in a hotbed of anti-British revolutionary sentiment. Hearst, in California, of Irish parents, has all the extremes of the Celtic character.

These men are likely to be the greatest power in the United States in the next few years, probably among the most delicate in the history of their foreign relations.

The New York Sun

FRANK A. MUNSEY, the founder and proprietor of Munsey's Magazine, has bought the control of the New York *Sun* and has combined with it the New York *Press*, which he has owned since 1912. The New York *Sun* is one of the oldest and best-known newspapers in the United States having been established in 1833. With the name of the *Sun* is always associated the name of Charles A. Dana, one of the most brilliant journalists that America has ever produced. In his early life Mr. Dana belonged to that group of Boston altruists and transcendentalists who founded Brook Farm, which was an attempt to establish a communistic society on a basis of intellectual culture. The failure of Brook Farm converted Mr. Dana from a poetic visionary into a trenchant satirist and practical man of the world. After the Civil War, with which he was connected as Assistant Secretary of War in the Administration of Abraham Lincoln, he purchased the *Sun* in 1868, and controlled it until his death in 1897.

During Mr. Dana's régime the *Sun* was known throughout the country for its shining intellectual ability and its pungent wit. It was truly an independent paper—independent, sometimes, in its disregard of the facts when it could make a point by ignoring them. Neither conventions nor personal friendships nor party considerations prevented Mr. Dana from thinking first, last, and all the time of the *Sun*—not, however, as a commercial enterprise, but as a great, highly intelligent and fear-inspiring newspaper. Under his management the paper became a great school of journalism, and to serve as a member of the *Sun's* staff, even in the most modest capacity, was the ambition of hundreds of newspaper men all over the country. It was preeminently a newspaper man's newspaper, and was read and admired by the profession in every State. How good a property the morning *Sun* has been during recent years is something of a question, but the *Evening Sun*, established in 1887, has won great financial success through sheer merit. It is one of the best and cleverest evening newspapers in the country, and we are glad to see that Mr. Munsey says that its character is not to be changed or its form modified under his control.

The morning *Sun* has long been a free-lance in the news field. It has not been a member of the Associated Press,

but it will now obtain that valuable franchise, for the New York *Press*, which Mr. Munsey has now combined with the *Sun*, is a member of the Associated Press. Many old readers of the *Sun* will watch that journal with peculiar interest now to see how it is affected by Mr. Munsey's control. It certainly will not become stodgy, like so many of the daily newspapers of the time, but we hope its new proprietor will maintain unimpaired its distinctive and fearless intelligence.

Mr. Munsey is himself a very unusual product of American periodical publishing. The story of his struggle to establish *Munsey's Magazine* is a romance in itself. Out of his success in this enterprise have grown several other periodicals and a chain of newspapers, as well as large wealth accumulated outside a newspaper field. Mr. Munsey was one of the active men in the formation of the Progressive party in 1912 and was also one of the earliest Progressives to return to the Republican fold. He is a man of experimental genius, and many of his experiments have succeeded, some of them very remarkably; but, whatever he does with the physique of the *Sun*, we hope he will experiment with its intellect slowly and carefully, for wit, intelligence, and imagination are delicate plants and cannot safely be tampered with. And scores of newspaper offices in this country would sorely miss the wit, intelligence, and imagination of the *Sun* if they should unhappily have to be sacrificed to the commercial pressure which we regret to say is somewhat too dominant in present-day American journalism.—New York *Outlook*.

The New York Press

(*Reprinted from the New York Press of Saturday, July* 1.)

EDITOR and publisher of this paper for twenty years, nothing has ever given me deeper pleasure than to be able to congratulate its readers and those of us who work and shall continue to work with it, on the announcement of Mr. Munsey this morning of its consolidation with the New York *Sun*. Nobody could take a greater pride in our growth. Nobody could feel a stronger confidence in the larger growth and greater power now assured us.

Twenty years ago at this very season the net paid circulation of the *Press* in the present City of New York was no more than 30,000 a day. Now in the same territory it is considerably more than 90,000 a day.

But the increase in the numbers of our readers in the last few years has been incomparably beyond anything of previous records. When Mr. Munsey bought the *Press* in September, 1912, he bought it on a guaranteed net paid circulation in all territory of 90,000 on week days, and it had just that—less than the city circulation of to-day. Now it has a total net paid circulation of 135,000 on week days and of 145,000 on Sundays.

And all that growth of circulation has been as honest as the day is long. It has grown naturally and spontaneously in response to the efforts of this paper to live up to its principles and ideals. There has been no artificial stimulation of circulation, no prize contest schemes, no free gift enterprises, just the making of an American newspaper for its readers. This circulation in truth, as Mr. Munsey himself expresses it, has grown from the sap of its own roots, as the tree grows, and this is the only kind of circulation worth while.

This paper was founded nearly thirty years ago to represent and work and fight for Americanism—Americanism in political ideals, Americanism in national standards of wage-earners of industries, or honest money, of a fair deal for capital and for labor. It has never ceased to be the newspaper leader of the American tariff system which makes it possible for our own bread-winners to get the highest wages on the face of the earth and to live as no other people are able or ever were able to live. It will continue to be that leader.

In all these years this paper has never had any outside entanglements, direct or indirect. It has never been influenced by any interest save the interest of the public. It has been responsible solely to the ownership and management of the paper, and they have held themselves responsible solely to their readers and to the American public.

It is for these reasons and what we have done in these last few years that those of us who know the *Press* from its inside, know the spirit which will continue to animate its policy, know the convictions and ideals at which, with its great army of readers, its aims, and will aim, see for it in the immediate future—the same earnest, honest, fearless *Press* in its new form and under its new name—a larger growth and a greater power in the service of the American people.

—ERVIN WARDMAN.

The Duty on Printing Presses

A READER of PRINTER AND PUBLISHER drew its attention to an article in the Forest *Free Press* headed "The Evils of Special Privileges." The editor, H. J. Pettypiece, it will be recalled, when a member of the Ontario Legislature, brought to light some valuable statistics with reference to railroad taxation. The *Free Press* now gets after certain big dailies whom it says "are very sensitive about discussing the justice, or the injustice, of their printing presses and type-setting machines being on the free list and exempt from war tax." The *Free Press* wants to know why, and why it is that farm implements, the binder or harvester, being only excluded from the war tax.

PRINTER AND PUBLISHER leaves the implement question to the excellent and competent farm papers to discuss. The policy of this paper is not to take sides with one political party or the other, excepting where the interests of the printing industry are affected, when it will reflect and advocate, regardless of its editor's party predilictions, what is fair and just.

The *Free Press* has opened another live question. The tariff schedules say that newspaper presses are exempt from duty. To define a "newspaper press" the Customs Department ruled that presses which were large enough in bed to print not less than two pages of a five-column, standard length, were newspaper presses. This, of course, means presses for all classes of work—newspaper or otherwise—above the size mentioned.

PRINTER AND PUBLISHER has no quarrel with the officials of the Customs Department. The Canadian market is not yet large enough to support a press manufacturer. In the last forty years three distinct press manufacturers have operated. One was forced to cease in the early eighties, another about seven years ago removed back to the United States, and one is operating now in a small way. The question is now, why should the man who uses smaller presses than that allowed in free by the Customs Department be compelled to pay a tax that the bigger press user escapes? For many years Canadian printers have taxed themselves without murmur to build up such an industry. The market is too small to profitably build presses, and compete with manufacturers of other countries. Why not remove the duty from all sizes of printing presses. The smaller job printer is entitled to the same treatment under the tariff as the big daily newspaper.

Pro-German W. R. Hearst

W. R. HEARST, publisher of the New York *American*, the New York *Journal* and other American newspapers, and who is at the head of the International News Service, was guilty of a grave breach of professional ethics as well as of rank dishonesty, in permitting his newspapers to tamper with or "fake" censored despatches in connection with the Jutland sea battle, and on other occasions. The particular incident which advertised Mr. Hearst's transgressions is contained in the following:

> In the House of Commons on June 27, Mr. Ainsworth asked the Home Secretary, if the censor had passed a telegram which appeared in the New York *American* from the London correspondent of the International (Hearst) News Service, stating that the Admiralty had admitted an overwhelming defeat by a portion of the German High Seas fleet.
>
> Mr. Samuel replied that the passage in question was not included in any telegrams from Great Britain, but was composed in the New York office of the International (Hearst) News Service, with the exception of the word "overwhelming" which was inserted in the office of the New York *American*.
>
> There were several similar cases at the time of the disturbance in Ireland at the end of April, but the London representative of the agency had now given assurance that no such manipulation of his messages should occur again.

The London *Times* published the text of Mr. Samuel's written answer to Mr. Ainsworth. Referring to the Irish messages, he says:

"There were several cases at the time of the disturbances in Ireland at the end of April in which messages, appearing in the New York *American* and the New York *Journal*, which purported to be from the London correspondent of the International News Service, bore no likeness to the cablegrams actually despatched, and in some instances gave information which was the opposite of that which had been sent to the press."

Censor Suppresses The Soo Express

THE publication of the Sault Ste. Marie *Express* was suspended for three month by Lt.-Col. Ernest J. Chambers on June 28, under instructions from the Department of the Secretary of State of Canada, as follows:—

> In accordance with the power vested in me under order in Council passed Thursday, the tenth day of June, 1915, I hereby direct and authorize you to accomplish the seizure and destruction of any and all copies of the issue of Friday, June 23rd, of *The Sault Express*, a weekly newspaper published at Sault Ste. Marie, Ontario, by C. N. Smith. Moreover, I direct that the printing presses, plant and machinery within or connected with the premises in which said newspaper was printed shall be seized and the premises shall be closed and be kept closed forthwith for the period of three months. (Signed) P. E. Blondin, Secretary of State for Canada.

The action of the authorities followed upon the publication of an article in the *Express* urging that no further Canadian troops be sent to Europe, and which article was held to be detrimental to recruiting.

Subsequently the *Express* was allowed to issue a single sheet in order to carry out contracts for legal advertisements. This issue is unique in the history of Canadian journalism. It consists of one sheet printed on one side only, and carries a line across the top of the page, "Published by permission of E. J. Chambers, chief press censor of Canada."

Charles N. Smith was a reporter on the Toronto *Globe* 25 years ago. Before he became a reporter he was telegraph operator for the Canadian Pacific service supplied to the *Globe*. He was one of the very first operators to be installed in a newspaper office in Toronto. He was active in the Toronto Young Men's Liberal Club, which flourished a quarter of a century ago, and was once a candidate for the office of president. Going to the "Sault," he acquired the *Express*, and was elected by the Liberal party to the Legislature. He was the candidate in the famous contest when the gallant Minnie M. rode the raging political waters of the north.

The Canadian Ukrainians

SIX editors of Canadian Ukrainian newspapers prepared a statement under direction of a mass meeting of Ukrainians held in Winnipeg recently, which was published in the *Manitoba Free Press*, and whose purpose was to draw the attention of the Canadian people to the unfair treatment accorded Canadian Ukrainians since the outbreak of war.

Commenting on this statement the *Manitoba Free Press* says editorially:

> The plain fact is that, because of their Austrian birth, these people have been too hastily classed by Government officials and others as enemy aliens. As the *Free Press* has pointed out before, these people came to Canada from Galicia to escape military service and the grinding conditions of the country of their birth, as well as with the hope of carving out for themselves on Canadian soil a wider and freer life. The great mass of them are entirely out of sympathy with Austria, many have volunteered for service with the Canadian overseas battalions, and, left to themselves, they have no desire but to be loyal and industrious Canadian citizens.
>
> Unfortunately, the work of certain agitators, particularly of that section which has raised the bilingual question and of which Bishop Budka is titular head, has tended to bring these people as a whole into disrepute. But the more the Ukrainian question is studied by Canadians, the clearer it becomes that these people are entitled to just as much sympathy and respect as the Poles, another subject nationality.
>
> The tide of battle has ebbed and flowed over Eastern Galicia and Bukowina, whence most of the Canadian Ukrainians have come, although the great majority of this nationality are Russian subjects. Many of these men left behind them their wives and children when they emigrated to Canada. From these they are cut off, as, no doubt with good reason, the Canadian post office has debarred communication. Occasionally, through round-about sources, they hear harrowing tales of the fate of their families. This is part of the penalty of war, but if, as they request, some means might be adopted for bringing out these stricken families from that territory at least now occupied by our ally, every dictate of humanity must evoke the sympathy and active aid of Canadian citizens in such a work. That, however, is a matter for the Dominion Government.
>
> More practical is the suggestion contained in this address that interned Ukrainians of good character be released. *The Free Press* understands that steps along this line have already been taken, and, in particular, large numbers of Ukrainians interned in the camps along the National Transcontinental Railway have been offered work in the iron and coal mines of Nova Scotia. With the coming of harvest, there should be a wholesale delivery from the prairie detention camps, exception only being made where there is solid ground for suspicion.
>
> Canadian employers of labor, too, should disabuse themselves of the mistaken notion that Austrian birth in this case means pro-Austrian sympathies. The Ukrainians, or, as they are popularly known, the Ruthenians, have proved themselves good and valued Canadian citizens, and it is high time that any general grivance they may have should be removed.

The six editors signing the statement are:

O. Hykawy, of *Kanadajsky Farmer*, the Ukrainian Liberal weekly, Winnipeg, Man.

A. Jolla, for *Robotchyj Narod*, the official organ of the Ukrainian Social-Democratic party of Canada, Winnipeg, Man.

Rev. E. M. Glowa, of Ranok, the Ukrainian Presbyterian weekly, Winnipeg, Man.

P. C. Crath, of *Kadilo*, the Ukrainian humoristic gazette, Winnipeg, Man.

M. Bellegay, of *Kanadyjetz*, the Ukrainian Methodist weekly, Edmonton, Alta.

J. Stefanitzky of *Robitnyche Slowo*, the Ukrainian Social-Democratic weekly, Toronto, Ont.

The Woman From Manitou

By P. O. WELL

THE Man from Manitou is now "somewhere in France or Flanders." To be exact, he is in the trenches. One must incline to the alliterative—so easily does the alliterative contain a chapter in four words—"the man from Manitou." While the Man from Manitou is doing his bit, his better half, "the woman from Manitou," is editor, business manager, circulation manager, delegate to the Canadian Press Association. She manages, too, her own little home in her own little town on the Pembina branch of the C. P. R. Manitou is in the electoral district of Lisgar, a district that was unrepresented in the House of Commons last session



MRS. W. J. ROWE

Who is publishing The *Western Canadian*, Manitou, Manitoba, in the absence of her husband, Capt. Rowe, at the front. At the recent Annual Meeting of The Canadian Press Association in Toronto, Mrs. Rowe's address on Circulation was one of the best things of the session of the Weekly Section.

because another woman from Manitou, Mrs. Nellie McClung, took a prominent part in public affairs.

Mrs. Rowe was an outstanding figure of the weekly section of the Canadian Press Association. She fed the section on logical talks which she had with *Western Canadian* subscribers—such as how could a farmer kick on paying the increased fifty cents in subscription when she herself was paying him double price for a dozen of eggs, compared with the price of a few years ago. Eggs went up in price 100 per cent. while the *Western Canadian* had increased but one-third. Capt. Rowe was a kind-hearted publisher. Mrs. Rowe was "obedient." She said so herself. Some of the town editors wished that some absent women were present. "Obey" is a nice, soft word in the marriage ceremony, but elsewhere it does not amount to much. The half that cuts the grass, winds the clock and puts out the cat, knows more of its meaning than the female half of life's partnership, who promises to "obey" without mental reservation, but does just as she pleases.

But we must on. Mrs. Rowe was obedient. The captain told her to collect from the delinquent subscriber—to which she replied "it was unfair," but went at it just the same and used bank drafts to make the "backward ones" come forward with the necessary to run the newspaper. When Mrs. Rowe said she would "obey," she meant it and when she put in the bank drafts she "obeyed," and there you have it—a recipe for a paid-up subscription list at a dollar and a half per.

The masculine majority were so impressed with the minority of one that they unanimously placed her at the head of the ticket for the executive. And the opinion of a by-stander is that the gentlemen of the Weekly Section made a wise choice.

A pleasant chat with the comely little woman revealed the fact that she lives in the home that was formerly occupied by the authoress of "Sowing Seeds in Danny." Mrs. Nellie McClung's eldest son has enlisted and Mrs. Rowe's husband has enlisted. To be alliterative again, both have put the Man in Manitou, another chapter in four words.

Waste From Unnecessary Printing

SENATOR POWER has called "attention to the waste and inconvenience arising from the unnecessary printing of certain public documents and the unnecessary distribution of printed matter," and has inquired "if the Government proposes to take prompt measures for the lessening of such waste and inconvenience?" He said the present system caused waste of money and inconvenience. The last accounts provided $600,000 for printing and distributing public documents, and this did not include large sums spent by departments of the Government. The whole annual expenditure was not less than a million dollars. A large portion of this could be saved without anyone being deprived. He discussed in detail superfluous publications which blocked the Printing Bureau and delayed the issuance of the Annual Statutes. There was great duplication and overlapping of departmental printing.

The Auditor-General's report duplicated the Public Accounts, so there was no need to print the last named, said the Senator. The Trade and Commerce Department had expanded its printing from yearly reports to monthly reports and was now issuing weekly reports. The Department of Agriculture issued a gazette which a farmer friend of Senator Power looked over without finding anything to interest him.

Audit Bureau of Circulations

THE Audit Bureau of Circulations had, at the time of its annual meeting in June, 89 advertiser, agency and publisher members in Canada. It has in its regular employ 32 auditors. In eleven months these men made 724 audits. Among new Canadian applicants for membership is the *Ottawa Valley Journal.*

Sifted Wisdom

A DAMAGED reputation is hard to repair.

Ability means power to do things other people think cannot be done or fear to undertake.

If the power to do hard work is not a talent it is the best possible substitute for it.

Never suffer youth to be an excuse for inadequacy, nor age and fame to be an excuse for indolence.

Book Reviews

THE "GENIUS," by Theordore Dreiser. Published by S. B. Gundy, Toronto. 736 pages.

Eugene Witla, of commonplace parentage, as a lad works in a printing office. Later in Chicago is driver of a laundry wagon and a collector for a home-furnishing firm. He studies art at night, and develops an inborn talent. Becomes illustrator on a Chicago daily newspaper. Goes to New York. Paints pictures of wonderful dramatic power. Sells some to magazines. Achieves a great reputation as an artist. His pictures sell at good prices. Then follows a long-drawn out period of physical and nervous collapse during which he works as a day laborer for $9.00 a week. Recovering, he returns to New York. Once more becomes newspaper artist; then art director in an advertising agency; then advertising manager of a great Philadelphia weekly, with a salary of $8,000, $10,000, $12,000, $14,000, $16,000. Goes to a rival publishing house at $25,000. In the end returns to his art, and achieves greater fame.

Such is a rapid outline of a vastly interesting and remarkable book, befouled again and again by the author's meticulous descriptions of the "genius's" sex intrigues. Dreiser is able to write stories of gripping interest and real worth. He has unusual literary power, a profound knowledge of the human mind, a broad and not always wholesome experience with the world and its denizens. But he soils, stains and corrupts the mind of his readers. His touch is leprous. He has plumbed, one would say in his own life, every beatliness of human conduct. His pig nature delights to wallow in lustful imaginings. And the pity of it all is that his stories can be made quite good, quite as strong, quite as human and even more appealing, without the nastiness, vileness, repulsiveness and evil which he takes such infinite pains to put into them.

FIFTY YEARS OF AMERICAN IDEALISM. Published by Houghton, Mifflin Company. Boston and New York.

This delightful volume is a memorial of the semi centennial of the New York *Nation*, which was celebrated last year. It has three parts: an article by Gustav Pollak on The *Nation* and its contributors over a period of Fifty Years; a series of extracts taken from The *Nation* year by year from the days of its founding, to illustrate its spirit; and a selection of twenty-five representative essays.

The *Nation*, the first issue of which appeared July 6, 1865, was established by Edwin Lawrence Godkin and Wendell Phillips Garrison. Its avowed purpose was to give the culture and sound judgment of the United States a fit voice. It was modelled after the pattern of the London *Spectator* and *Saturday Review*, and when it appeared, it was a type of publication new to American journalism. It had to create its audience and educate its contributors.

From the beginning it wielded an influence and this influence grew with the passing years. From the beginning it attracted the contributions of America's most eminent men of letters, many of whom remained its loyal friends and contributors all their life.

In 1881, the ownership of the *Nation* passed into the hands of the proprietors of the New York *Evening Post*, Mr. Godkin becoming one of the editors of this newspaper, and Mr. Garrison remaining as literary editor.

Fine ideals governed the *Nation* from the first, and these were perpetuated when the new owners took control of its fortunes, "Just as into no journalistic enterprise commercial considerations entered less than into the first launching of the *Nation*, so they faded away when the *Nation* passed into the hands of the present owners"—so wrote Oswald Garrison Villard, when the *Nation* found a new publishing home. "To both Mr. Godkin and Mr. Garrison financial profits could naturally make no appeal," so runs a memoir of them. "Their lives were devoted to things spiritual and intellectual; their rich rewards came in the appreciating of men of light and leading." One rejoice in this age of money and profit-making to read of an altruism that reproduced its like in others and who out of abundant means have let the *Nation* speak on, unstifled and unstarved even when ledger records were adverse.



P. GEORGE PEARCE

Publisher of the Waterford (Ont.) *Star*, and small fruits farmer, in his berry patch, looking cool, contented, and prosperous. Mr. Pearce has six acres of strawberries, which yielded him this year (a bad season) 20,000 boxes; and three acres of raspberries. The fifteen squaws employed pick about 800 boxes of berries a day. In addition Mr. Pearce has 3,000 fruit trees. One imagines that the lot of a publisher of a country weekly is "not too bad," for it can have rural compensations, spiritual and financial.

Idealism is not dead, nor is it dying in the earth. It has had its prophets and seers, and still has, as this volume under review witnesses. Canadian publishers and editors of fine spirit and true culture will find in this delightful book, spiritual refreshing and great inspiration and a literary chronicle of rare richness.

GLIMPSES OF OUR NATIONAL PARKS, Issued by the Department of the Interior, U. S. A. Federal Government.

A well-printed and highly interesting U.S.A. Government publication, enriched with numerous illustrations. Written with warmth, color and out of full knowledge, one laments that so appealing a publication is not cloth-bound, for it deserves a place on every bookshelf, private and public. The publication is commendable as an example of enlightened government administration.

Every Moment Counts

THERE are so many items which go into the simplest form of printing that to itemize each would be as tiresome as reading a tax assessor's list.

So, to save your time and patience, will you kindly believe that in a job of 1,000 letterheads there are more than 5,000 arm movements, and that each one of these movements is capable of being done well or ill.

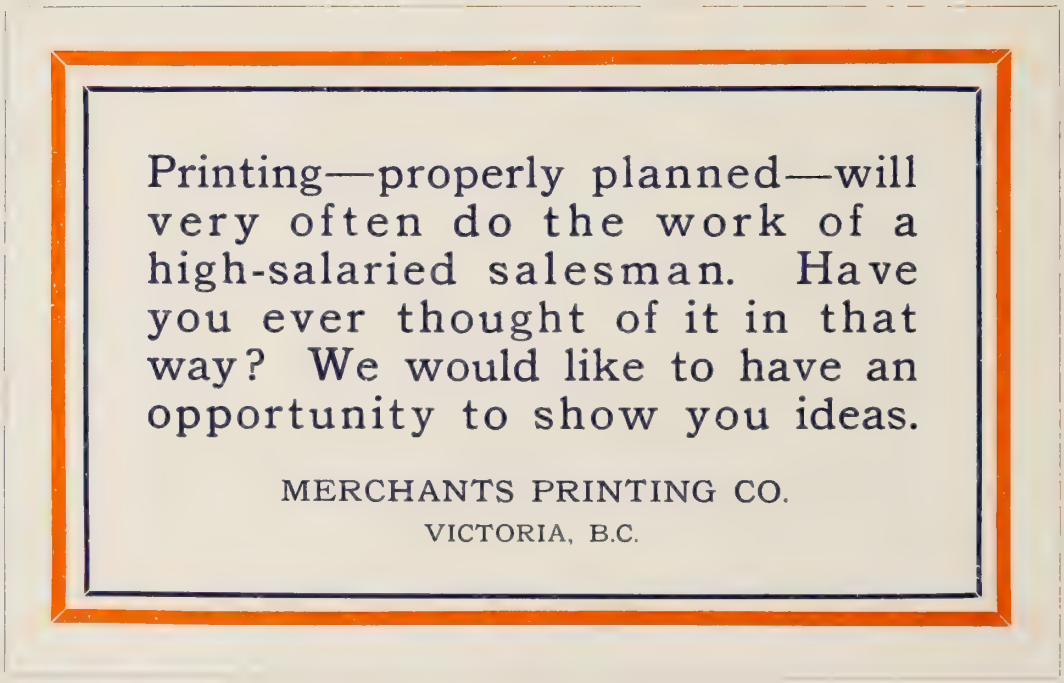
Each type is set separately by hand. Each sheet is fed into the press by hand, removed by hand, laid out by hand, and so on; yet the manner in which each type is set and each sheet is printed makes the difference between superior and inferior workmanship.

If the types are poorly set, there will be "pull-outs" (letters missing), and "pull-ups" (spaces showing). If the sheets are not carefully placed up to the gauges they will be crookedly printed; if not expertly removed from the press, dirty finger marks will show on the sheet; if not stacked carefully in layers, a reverse blot will appear on the back—and so on.

WORK

Man must work, that is inevitable. But he may work grudgingly, or he may work gratefully; or he may work as a slave. He cannot always choose his work, but he can do it in a generous temper, and with an uplooking heart; there is no work so rude that he may not exalt it; there is no work so dull that he may not enliven it.





[An Envelope Stuffer]

We are planning to do some Direct Advertising and would be glad to have your representative call and go into this matter with us; this without any obligation on our part.

Name _____

Call _____ *Address*

Return Post Card

Merchants Printing Co.

36 King Street

Victoria, B.C.

[Suggestion for Return Post Card]

IN this announcement we inform you our representative will have the pleasure of calling on you with samples of our new styles for Fall, 1916.

Preceding years have added prestige to "Quality" Clothes in cut, materials and workmanship, and this season's styles will be no exception to our custom of making pleased customers.

There are some decided changes in men's styles for Fall, which you will be interested to see, and we thank you for the courtesy we know you will extend to our representative.

A. R. Wilson & Co.

Stratford

[Suggestion for an Announcement]

Editorial Rules and Helps for Reporters

Of a Personal Nature—Accuracy, Thoroughness and Common Sense—Habits and Qualities to be Diligently Cultivated — Pitfalls, Ladders and Wings

The accompanying rules and aids are those of the Quebec Daily Telegraph. Because of their reasonableness and helpfulness, PRINTER AND PUBLISHER *passes them on for the benefit of editors and reporters in need of better direction. These rules and aids can be profitably reprinted in leaflet or other form, and so made accessible for ready reference.*

WORK begins at 7.30 a.m.

Your services from 7.30 a.m. are for your employer, and must be devoted exclusively for him; save your personal stories and conversations for your own time.

Copy of assignments of the previous night must be before the desk man at 7.30 a.m.

A column in time is worth a whole page behind time.

Sobriety, clean habits, industriousness, politeness and cleanliness are essentials assets to good newspaper men.

Use courtesy and politeness always to visitors to the office, and also particularly when calling up or answering the telephone.

Write legibly, and be careful of punctuation.

Read your copy carefully before submitting it.

Avoid, as much as possible, errors that will have to be corrected by the proof reader, thereby causing loss of time to the machine operators.

Always be sure of your ground before committing statements to writing and always be careful to avoid libelous matter.

Verify your statements as much as possible. If you cannot do it personally, the telephone is a convenient auxiliary, though personal interviews are preferable if time permits.

Use names as much as possible in your articles, and make the articles as complete as possible. Even if names are not published sometimes, insert them in your copy, unless instructed otherwise; leave the publication of them to the discretion of the office.

Tell your story in the first line; if impossible, in the first sentence; if still impossible, in the first paragraph. Make paragraphs short, and feature the meat of the story at the outset, leaving short paragraphs for the minor details so that when crowded for space, the make-up man can start culling from the end of the story, without detracting from the sense of it.

When given an assignment, always carry it out; if you cannot, inform the desk man of the reasons.

All members of the staff should work harmoniously. It is better for themselves, and essential to the success of the establishment.

Help one another; if your work is finished, some of the others may have more than they can conveniently handle—help them out, double up whenever possible.

Never stay longer away from the office on an assignment than one hour, if it is possible to cover your assignment in this time; and if you are delayed in getting back within the hour, use the telephone to inform the office as to the reasons, and your whereabouts.

Never leave the office, either in the middle or at the end of the day, without first inquiring from those in charge of same if they have other assignments for you, or night assignments to cover.

Cultivate the art of interviewing people.

Pay close attention to the movements of people, and always have your ears open for items of personal, local and social interest, which news is always most important to any newspaper.

Always have an eye and ear to the business end of the establishment, as regards advertisements, job printing, etc., etc.; it is this end of the business that makes a newspaper capable of paying salaries.

Always have your eye open for new buildings, new industries, new arrivals in the city, photographs of prominent people, etc., etc.

Reporters are the mainspring of newspapers.

Don't be afraid of working too hard.

Don't be afraid to be found at the office ahead of time, or after hours.

Don't be afraid of being too polite and courteous when speaking on the phone, even though the party to whom you are conversing is out of temper. Remember it was not your fault. Endeavor to pacify the speaker with the full knowledge that the *Telegraph's* policy is to make friends—not to lose them.

If it grates on you to be pacific to someone with an imaginary wrong, don't use our phone. Use your own.

Cultivate friendship. You never know when you will require it.

Educate your friends to give you news.

If you are wise, you will realize when you are being beaten at news gathering by your rivals, and that they are doing it because they are following these rules and suggestions for getting news first hand.

We know of a number of men who can gather news better than you do, but we would like to have you learn how to be as good as they are. You can do it if you try. Will you?

Do not be sensitive about asking a man for news—99 out of 100 men consider it a compliment. So it is!

The newspaper man must always be on the job, always hustling, always ready to go to any inconvenience or suffer any fatigue to get the news. And above all, so far as the routine of reporting goes, he must be honest and accurate. At the same time he must never be a machine.

Many reporters are ruined by allowing themselves to become messengers of the city editor. They cover assignments, and that is all they do. But a newspaper can get plenty of men to do that for ten dollars a week. What is needed in reporting is initiative and imagination. The man who has the imagination to see a real story in an apparently commonplace happening and the initiative to go after it and develop the story, is the sort of man every newspaper is looking for. If in addition to these abilities comes a knack of writing, so much the better. But the ability to write is common and less valuable than the ability to dig out news.

OBSERVATION and MEMORY should constantly fill your thoughts. Observe what is going on around you at all times, and retain what you see and hear.

CAUSE AND EFFECT are great factors in a reporter's life. Start out on a mission to obtain an item of news, and return to the office with several more you have picked up on the way. The successful reporter never fails to do this.

HINTS AND CUES.—The live reporter can generally make a local item out of any piece of news. Sometimes a clue given him by a friend, leads to a scoop. Strive to get scoops for your paper. Your Editor will soon learn to appreciate your efforts in this direction.

FRIENDS.—Make friends. A reporter cannot have too many. Educate your friends to be able to pick up a piece of news and give it to you. This can only be done by impressing them with the fact that in giving you an item of news it helps you to make a reputation and career. By degrees, you will enlist a number of news gatherers. It is always in your power to assist a friend of this kind, in some way or other. Everybody wants the support and help of the newspaper. Even when life is extinct, a man's friends wants the newspapers to spread the news of his death, and the hour of his burial. In this way, the newspaper is of service to a man whether he is alive or dead.

Whenever you receive news from friends, do not forget to repay them with the news service of the paper. If an item of news of interest to these friends arrives at the office, phone it to them. They will always remember the good turn. If they reside out of town, use the phone or wire at their expense. They won't mind the cost of transmission.

It is a long road that has no turning. In meeting enemies, do not think of revenge. Have patience for the day when your enemies will want you. Then treat them with kindness, and their humiliation and appreciation will more than compensate for all they have done. Re-made friends of this nature go out of their way to repay you. Life is too short to waste time in revengeful methods. Simply hold aloof from your enemies, remembering the motto, "To avenge proves equality; to forgive, superiority." Remembering that the world believes a reporter is above the ordinary man in knowledge, it is a part of your duty to uphold this reputation. Constant study is the key-note to the road of knowledge.

When you are asked, as a favor, to insert an item of news, providing same is not interfering with the business policy, grant the request and see that a marked copy of paper is sent to the party whom you oblige. Some day this party will help YOU out with an item of news.

When Estimating, Remember

THAT it takes an hour to set and lock the average business card and often longer.

That the average billhead cannot be set and locked in less than an hour.

That the average envelope corner-card will take a half-hour for the composition and lock-up.

That it takes an hour to set and lock the average note-head, letterhead or statement.

That the average compositor will only set 600 ems an hour.

That the linotype only turns out an average of 3,200 ems an hour.

That the monotype only turns out an average of 3,000 ems an hour.

That the average output of job presses is 1,020 an hour when running time only is considered.

That a first-class bindery girl will make only 750 folds an hour on the average.

That on inserting a girl will handle but 1,000 to 1,200 sections an hour.

That on interleaving a girl will handle but 500 to 1,000 sheets an hour.

That on gathering a girl will handle but 1,000 to 1,500 sections an hour.

That a girl and helper on a wire stitcher will make but about 30 stitches a minute saddle stitch and about 20 stitches a minute side stitch.

That a self-clamping power cutting-machine will not average more than 40 cuts an hour.

That a folding-machine will not average over 1,500 sheets an hour.—Master Printers' Association of Rhode Island.

Cost of Operation Per Chargeable Hour

STATISTICS thought to be "perfectly accurate" have been compiled by the New York Master Printers' Association from data gathered within a year, and are as follows:

		Percentage of Productive Time
For Hand Composition	$1 46.9	57.7
For Linotype Composition	1 87.9	71.2
For Monotype Keyboard	1 05.5	69.6
For Monotype Caster	1 43.8	58.4
For Cylinder Press	2 07.1	61.3
For Pony Cylinder Press	1 37.5	60
For Job Press	85.6	59.4
For Cutting	1 13.5	62.2

The first column is net cost; the second percentage of productive time. The relation is significant and is worthy of very printer's careful study.

Graphic Arts Year Book

WORD comes from Hamilton, Ohio, the home of the Graphic Arts and Crafts Year Book, that work is now being pushed on the completion of Volume VII., the finest review of progress in the printing and allied trades ever produced.

E. Geo. Ertman, formerly of the Ertman Publishing Co., of Chicago, who has been made business manager of the Year Book, states that both editorial matter and printed specimens in this volume are of such exceptional value that the trade will wecome the new Year Book with open arms.

The book sells for $5 prepaid. Six thousand volumes will be printed. Already over one-half of the coming edition has been subscribed for in advance.

Fifty Year Record

ON July 1st Edward Cook, of Brooklyn, N.Y., completed his fiftieth year of continuous services with *Leslie's*. He entered the employ of Frank Leslie on July 1, 1866, as office boy and after two years was apprenticed to the printer's trade. He is now superintendent of the Leslie-Judge Company's printing plant. He has never held a position with any firm not affiliated with the Frank Leslie enterprises or their successors. Despite his long period of business activity Mr. Cook is still hale and hearty and it is the hope of his employers that he may long continue in the position in which he has given such loyal service.

Pointed & Pointless

BY SIX-POINT BILL

THE department of Agriculture, Washington, has urged United States printers to use lighter papers, news, book and job. The department saved $38,000 on this economy in a single year. Unlike most doctors, this agriculture department takes its own medicine for what is the matter with it. It urges the use of light calendered paper instead of heavy coated stock, lighter weights for business stationery, lighter news stock, etc. To be perfectly frank, I believe there has been and is considerable waste along this very line right here in Canada. The difference between a 60-lb. calendered stock and 80-lb. coated is something worth while, to say nothing of how mail bags are loaded and so on. Letters could be made lighter and the mail bags reduced in bulk, and a few pounds off news stock would help the locomotives in their puffing jobs on mail and freight trains. This paper situation is a very serious one. Every dollar that we save in weight when feasible helps to the national thrift and to your own balance at the bank. As they say in a place known as Aberdeen, Scotland, "every mickle makes a muckle."

* * *

They do several things out California way besides growing alfalfa, oranges, walnuts, chickens, millionaires, earthquakes and good newspapers. The California Press Association are going after cheaper press rates over the telephone. Now there are uses and abuses of the telephone, we all admit, and I'm not going to be too particular in describing abuses, for I do not want to be the marked subject in some organizations whose gender could be described as feminine, not me—but newspapers which use the telephone for the public benefit should get it a little easier in rate charges than others—well, you can guess what I mean.

* * *

A few weeks ago the Toronto *News* displayed in its front window a volume of the old Toronto *Leader*. There are many amusing stories told of the *Leader* and its firm, gentlemanly proprietor, the late James Beattie. The proprietor knew very little about the printing business or printers. He watched the pay sheets and the foreman. The *Leader*, of course, was produced by hand-set type, which the compositors produced at 33 1-3c. per thousand ems. Some printers worked on hand-set days on the dailies one day a week, others two and some six days—the latter, it may be parenthetically said, did not invest in brewery or distillery stocks. Mr. Beattie could not understand why some printers should get $6 per week and others $18, so he told the foreman in his pleasant Hibernian voice, "to keep the cheap hands and discharge the dear ones." He did not consider that the man who drew $18 per week set 54,000 ems per week, while the other one who drew but $6 set but 18,000 ems. The publisher of the *Leader* was the Sir Boyle Roche of Toronto journalism.

* * *

Charles Dana Gibson sketched a beautiful feminine head and with the flowing tresses made of it a question mark, which he said was the eternal question. Mr. Gibson, notwithstanding, there is another eternal question—and it is advertising. The latter is as little understood as the question of Mr. Gibson. Both are powerful. No man has ever been able to measure the power of either one or the other. While it is said that the one that rocks the cradle rules the world, the other, advertising, rules the world and the cradle too. The well-written, straightforward advertisement of the merchant guides the hand that rocks the cradle into her purse, takes the wares and textiles and shoes and all wearables from the shelves; gives operators and work people employment and so on. Advertising is an endless chain. Governments and organizations of every kind are awakening to its powers. Advertising is the eternal question.

* * *

There is another question that is not eternal, but it is nearly so—that is, the actual cost of producing printed matter of every kind. In every town and city the printer is giving this question his best attention. Great progress has been made towards its solution. Men will study this cost question till it is solved. The safest way for the printer is to print by the hour, but he, even then, must see that his employee, and himself give the best service to the purchaser of printing. If this is not done, some other printer will—and there you are. It is competition again, but not nearly in such an aggravated form as under the present tendering system.

* * *

Well, it has been as hot this July month as the Chinaman said it was in a word that uses three vowels and three consonants.

* * *

Necessity is the mother of invention, and she has produced some very promising youngsters. The paper situation—or rather the pulp situation—has added another material duty. In India bamboo is being experimented with, and in Scandinavia the scarcity of wood has turned the manufacturer to reconsider an old friend, straw. These two are said to produce excellent paper. But the question is the cost. Straw, pulp, mixed with wood, produces an excellent sheet, according to the president of the Norwegian paper industry. In that case, Canada can hold her own. While it is doubtful whether it would pay the farmer in the east to sell his straw in big quantities and rob the soil of what should properly be returned to it, still the West burns much of what pulp can be made from. The new lands of the West will have straw to burn for many years—at least, till mixed farming gives place to soil mining. The outlook for paper grows brighter, notwithstanding that the dark cloud of 5c news may be seen in the offing.

* * *

The other day an old chum of the hand-set days on the big dailies landed around bright and early. That I was pleased to see him goes without wasting the words in type and ink. John Cairns, this is his name, in the old hand-set days, was a nattily dressed, pale of complexion, wiry, slim Canadian, a native of Toronto. In fact, he was a dude of the period. Memory recalls him back in the early days dressed in beautiful brown velvet sack coat and vest bound with wide braid, and cream-colored cloth trousers. The suit today, if it could be purchased at all, would cost over half a century. I have an object in writing this detail. Jack is now a tiller of the soil, brown of complexion, healthy, and as wiry as ever. About two decades ago Johnny Cairns was employed in the "ad pen" of one of the big dailies. He cultivated the close acquaintance of the young boys of the editorial flat. Their exchange editors noticed a scarcity of agricultural exchanges arriving at his desk. Jack and the boys understood each other, and an occasional dime cemented the understanding wonderfully. Johnny Cairns had made up his mind to quit the stick and rule, buy a farm, cultivate the soil, and regain his health. Of course, he was the business end of many a good-natured rub while he was learning farming from the agricultural papers, particularly from the agricultural and exchange editors. Jack had faith in his convictions, and the first thing we knew he purchased about 100 acres of land in the Blue Mountain country about a hundred miles from Richmond and Washington. So he and Mrs. Cairns moved on to their plantation in old Virginny State. To make a long story shorter, he purchased a team of horses, implements, a few cattle and so on. Mrs. Cairns is a native of the same State that George Washington was born in, and had a first-hand knowledge of the peculiarities of the colored gentlemen who help the land-owners to till the soil. For the position of chief of staff on the Cairns plantation, Jack had 30 applicants, all darkly complected. The colored farm laborer can do anything, including the chicken coop and a watermelon. Twenty-nine of the 30 were ready to work from sunrise to sunset for 50c. a day and board; the last applicant, the 30th, was a "system man," and asked 75c. a day and board, and to work from 7 a.m. to 6 p.m. He got the job. Jack knew a plow when he saw one, but did not know how to plow. The system man was absent without leave one morning in "cawn-planting time," so John was forced to do the plowing himself and planted 30 acres of "cawn" himself. To get the end of this story, John Cairns made good, sold his farm and stock and came north and now cultivates an acre of soil in the village of Ringwood, and has a pretty home. I have known a score or so of printers who forsook the case for a farm plot, and I never knew one that was a failure.

* * *

This is a last-minute touch. I have not opportunity to investigate how far it extends. A Toronto job printer, whose cheque is always ready for any obligations he may enter, actually lost a job of some $1,500 because he could not secure the necessary quantity of news stock.

Right to Conduct Public Business With Closed Doors

THE Montreal *Star* has lost its suit to force the Board of Control to throw its meetings open to the press and public. His Lordship Mr. Justice Bruneau held that there was nothing in law to compel the Controllers to do this; and that in the absence of any such provision the court could not step in and impose the order asked for by the *Star*. Moreover, said His Lordship, it was the spirit of all Canadian law governing administrative and executive governmental bodies, that they should hold their meetings in private, or that, at any rate, they should possess discretion in the matter of holding public or private meetings. Moreover, in the case of the Controllers there was no proof that the deliberations were withheld from the public. Question might be raised as to whether the Controllers had acted diplomatically in closing their meetings to the press, but this was not a question for the court to pass upon.

Extracts from Mr. Justice Bruneau's judgment are as follows:

"In the case of the *Star* vs. the Board of Control, the petitioner alleges it is a ratepayer interested as such, in good administration, and that it publishes a newspaper, and through its representatives it reported the deliberations of the Board of Control in the public interest," says the judgment. "That, on the 14th ult., a vote of Controller Villeneuve, ordering the meetings to be held in public, was rejected and the rejection was carried out with violence; that it is in the public interest to have the meetings in public, and, in the presence of the press in particular; that it is contrary to public intent that this resolution be upheld. Hence the petition asking that the Controllers be restrained from carrying out this resolution.

MERE QUESTION OF LAW

"The city submitted there was no law compelling the Board to sit in public and that in any event the deliberations were open to the public.

"The parties have proven all the facts alleged. It is only a question of law.

"Must the meetings of the Board be public?" The law is silent on the subject. It was incumbent upon the petitioner to prove that, in the absence of such text, it was the intention of the legislator to have such meetings in public. It submits it is in the public interest, that a public body hold its deliberations in public. Anyway, if the intention of the legislator is not specifically expressed, it is implied, submits petitioner.

"It is but a corollary to the general rule in question that nothing is to be added to or to be taken from a statute unless there are similar adequate grounds to justify the inference that the legislator intended something which he omitted to express.

IN PUBLIC INTEREST

"The first argument of the petitioner is that public interest exacts that the meetings of the Controllers be public, seeing that they transact public business. The law obliges them not to open tenders, but in presences of all the tenderers, and at the time specified. The second argument is that the Board is a public body elected by the people and responsible to the people, for the purpose of administering certain business of the ratepayers. Hence, it says, it is a principle of common law and public law as well as of custom, tradition and precedent, that the public, whose business is carried on and whose money is being spent, by its representatives, had the right to be present at the meetings to hear and see what is being done. Examples were cited of the Parliament and municipal councils.

"Finally, if the intention of the legislator is doubtful, the public must have the benefit of the doubt, as also the petitioner in view of the inconveniences resulting to it from the meetings held behind closed doors.

"This, I believe, is a resume of *The Star's* case.

THE BOARD OF CONTROL'S SIDE

"The Board of Control was instituted in 1909 for the purpose of reducing the number of aldermen of Montreal and to administer municipal affairs.

"Up to the present no one has come forward and tried to submit that the municipal committees of council which, like the Board of Control, prepare the budgets, are obliged to sit publicly. Whatever we call them commissioners or committees, they have only administrative and executive powers and are destined to help the municipal councils. I know of no government bodies in the world, of an executive and administrative character, which are obliged to sit in public in virtue of a text of the law. On the other hand I know some whose members are bound under oath to keep secret their deliberations. Of this number is the executive part of the Federal Government, the Privy Council of Canada, which itself prepares the budget and supplementary budget of the whole nation, just as the Board of Control does for the city.

"The Board of Control replaces the old committees and hence it can use its discretion in the matter of holding public or private meetings.

The *Star* submits that secret meetings of the board are an abuse and an injustice towards the citizens of Montreal and that the Court should step in and intervene to bring this condition of affairs to an end. I do not share this view. All the important business transacted by the Board is open to the public, through the minutes and discussion in Council.

LIBERTY OF THE PRESS

"In dismissing this petition I may state that I am not insensible to the advantages of the liberty of the press. The world, as a matter of fact, is governed by public opinion and public opinion is formed principally by the press. I may, therefore, say with Lord Cockburn, "I wish to be understood as by no means saying that the proceedings of different bodies to whom the administration of the business of the country is committed, would not be matter of general discussion and publication. In these instances publicity may be essential to good administration. But here we have to deal with the case of a body of very limited jurisdiction and as to which it cannot be asserted that publicity is essentially necessary or usual.'

"It is evident according to the above observation, that the sessions of the Board of Control are not necessarily public, that this Board has the full right to close its doors to the public. In doing this the Controllers may be guilty of bad policy, as insinuated. But this question is not within the competence of the court."

Ten Cents a Week for Dailies

THE metropolitan newspapers of Eastern Canada are beginning to think of and discuss the 10-cent a week idea, being impelled to do so by the rising costs of production, and by the seemingly inevitable size of modern newspapers. At the same time it is wholly improbable that the 10-cents-a-week price will come into immediate or even early effect. Thought precedes action, and new thoughts generally permeate slowly.

The great obstacle in the way of an immediate adoption of the higher weekly subscription price is fear. One paper will not alone take the forward step, and the getting together process is retarded by jealousies and suspicion.

The majority of metropolitan newspapers, especially the afternoon papers, which issue several editions, find that circulation viewed by itself, represents loss, a loss which the advertiser must make good; and the advertiser knowing this is beginning to protest.

All this is interesting as a matter of record, and in its relation to the movement among the weekly newspapers of Canada to raise their subscription price from $1.00 to $1.50.

A Dollar for a Daily

THE Montreal *Daily Star* is giving clergymen, during the war at least, a special commuted rate of one dollar for a full year's subscription.

Publishers' Activities

THE Peterborough *Review* had "A Page for Housekeepers" feature. A credit coupon was an expedient used by several advertisers to stimulate trade.

"The 'Hello' Page" is an idea which brought revenue to the Halifax *Daily Echo*. Telephone numbers were featured.

The Vancouver *Daily Province* turned to profitable account the recent Dominion Day. A special page featured

Holiday Suggestions. An editorial page was made up of a very interesting survey of Canada's present position, as it enters the 50th year of its history of federation.

The Lindsay *Daily Warder* is running "A Page for Housekeepers."

The Montreal *Daily Star* heads a page with "Where to Spend your Summer Vacation." Ordinary transportation, resort and hotel advertising is assembled on this page.

The St. Thomas *Times* has a Pure Food Page.

8he Moose Jaw *Daily News* carried a 4-page feature headed "Automobiles, Accessories, Repairs."

The Charlottetown *Guardian* promoted a Dollar Day Sale in that city.

The St. Thomas *Journal* is running a Fruit and Home Canning page.

The Toronto *Daily News* has launched a Pure Food Guide.

The Berlin *News-Record* promoted a highly successful Dollar Day event last month.

Idea for Country Weekly

SEVERAL weekly newspapers have issued a "Postal Reunion" Number recently, with much success. In such an issue letters from former residents now living at all points of the compass are published, and in every case this special number has caused more comment—favorable comment—than any feature ever before tried.

These "postal reunions" serve to keep the absent ones informed as to each other's progress and keep alive the memories of other days—days when the wanderers were boys and girls, enjoying school, church and social life together.

These letters invariably prove interesting. They tell of new homes, new scenes and new environments, and often contain suggestions for improvements in the home town which are welcomed. They show a broadened viewpoint, and sometimes a hint of homesickness for the earlier days. The old home paper, which brings each week its friendly messages from home, comes in for its share of praise and thanks, and its broad influence is strikingly shown.

The plan is worth trying. There is hardly a newspaper which could not profitably adopt this plan of an annual postal reunion. Set the date—then invite all former residents to write a letter for your "postal reunion" issue. Your mail will be increased many-fold in a very few days after the announcement, believe us.—*E. E. Little.*

Information for Advertisers

H J. PETTYPIECE

publisher of the Forest Free Press, sends out to advertisers a printed slip containing information of a sort wanted by space-buyers. Because the matter of the statement is good and suggestive, PRINTER AND PUBLISHER reproduces the contents of this envelope enclosure:

FREE PRESS FIELD

As the town of Forest is situated at the intersection of the three fine townships of Bosanquet, Plympton and Warwick (the three oldest settled and most wealthy in Lambton) they with their included villages form the natural field for the circulation of the Forest Free Press. Their area, population and wealth are given below, and the attention of all advertisers is directed to those and other interesting facts, as follows:—

Bosanquet Township	2,862
Plympton Township	3,621
Warwick Township	3,329
Forest, town	1,553
Arkona, village	468
Thedford, village	633
Watford, village	1,279
Wyoming	829
Total	15,574

OTHER FACTS

Area, over 600 square miles.

The equalized assessment of the above eight municipalities is $10,238,595 or $695 per head of men, women and children.

As the assessment is based on two-thirds of the actual value the 15,574 people in these municipalities are possessed of $1,042 per head, or the grand total of over $15,000,000.

Every week the Forest Free Press goes into over eleven hundred homes in those eight municipalities, and being a purely local paper for the home and family, has probably 8,000 readers, or more, among the intelligent and wealthy population referred to.

Every bride who continues to reside in any of these municipalities receives the Free Press for one year absolutely free as a wedding present, and nearly all of them continue it for the benefit of their homes, thus steadily increasing the number of readers. "Once a subscriber, always a subscriber" is true of the Free Press.

The total guaranteed circulation of the Free Press is 1,750, and no other paper has as large a circulation in these municipalities as has the Free Press.

Advertisers who wish to reach this great body of prosperous people cannot do better than use the Free Press as their medium.

H. J. PETTYPIECE, Prop.

Note: No map accompanied the foregoing. Many a space-buyer does not know off-hand where Forest is. PRINTER AND PUBLISHER suggests to Mr. Pettypiece and all other publishers of country weeklies that a map—and there are maps and maps—should be used to show the relation of a local community to its nearby, well-known city.

NEWS ITEMS—MAINLY PERSONAL

Five tons of thrown-away papers are picked up in the Elevated in New York every day.

The papers of Atlanta, Ga., have raised their price from two cents to three cents each. This action anticipates a general increase among low-priced papers.

Twenty-seven newspapers are published in the trenches with some regularity by French soldiers, six or seven by British, and one by the Belgians.

The St. Louis *Globe-Democrat* has announced an advance in the price of the paper from one to two cents. It is the first St. Louis paper to change from the one cent basis inaugurated some years ago.

The Red Cross fund inaugurated by the London *Times* has reached a total of $20,000,000, the largest sum for a work of this kind ever raised in a newspaper campaign. British farmers subscribed $125,000.

Francis R. Hirst has announced his retirement from the editorship of *The Economist* to edita more popular periodical, which he says, will give him "freer scope and a larger political field."

The Tageblatt, one of the leading Berlin newspapers, announced that its appearance had been prohibited by order of the Military Commander. This is the first instance for some months of the suspension of a Berlin paper.

A Life of James J. Hill will begin in *The World's Work* for October. This romantic and absorbing life story of the great Empire-Builder was authorized by him, and has been written by his friend and associate, Joseph Gilpin Pyle.

A Reuter despatch from Copenhagen says that at a general meeting of the shareholders of the *Deutsche Tages Zeitung* of Berlin, a report showed that the newspaper finished its businsss year with a loss of 87,000 marks. The *Tages Zeitung* is the chief organ of the Agrarians, and the submarine extremists. Hitherto it has enjoyed the distinction of being the only newspaper to show a large profit during the first five months of the war.

A Detroit *Evening News* party, numbering two hundred and twenty-six people, had an outing last month to the Saguenay and Ha! Ha! Bay. The party made the journey from Detroit, by boat and train, to Niagara Falls, the rest of the trip to Montreal and Quebec, on board a Canada Steamship line steamer. The trip was organized by Mr. H. H. Harvey, excursion manager of the Detroit *Evening News*.

At a meeting of the New York Trade Press Association held at the office of the *Dry Goods Economist* on Wednesday, July 12 the Association decided to incorporate under the name of the New York Business Publishers' Association, etc., the change of name being necessary on account of already existing corporations of a similar name to that of the N. Y. T. P. A. On Tuesday, August 15, at 2 p.m. another meeting will be held to consider a new constitution and by-laws.

The London *Sporting Times*, otherwise known as the Pink 'Un, has been compelled to abandon the rosy-colored paper which has characterized it since its birth, because British paper manufacturers have temporarily ceased to produce that quality of stock.

The proprietors of *Punch*, the world-famous weekly of London, England, have succeeded in preventing the publication of a German-American version *Punch* in New York city, which was a villianous distortion of facts. The printed copies were withdrawn from circulation (under threat of legal action).

John A. Hill, late president of the Hill Publishing Company, New York, left a personal estate valued at $1,134,933. By his will fifteen employees receive $1,500 each, and forty-eight $1,000 each. Miss Rose Steiner, Mr. Hill's secretary, is given the income from $30,000 for life. The residue of the estate, valued at $1,134,933, is bequeathed in equal shares to the widow, Mrs. Emma B. Hill, and her daughter, Jean C. Hill.

Secretary of Commerce William C. Redfield said in Washington "The 1-cent newspaper will be a thing of the past within a short time. Prices have increased all along the line on nearly all commodities, and within the last few months there has been a steady increase in the price of the materials entering into the making of news print paper and an increased demand for paper. From information which has reached me, I am of the opinion that advertising rates will have to be increased also, as it appears that the increased cost of paper cannot be made up alone by the increase in the price of the newspaper."

The names of the employees of the New York *World* and the St. Louis *Post-Dispatch* who received the two $20,000 bequests left for faithful employees by the late Joseph Pulitzer, have just been published. The bequests to the *World* men went to 134 persons, in sums ranging from $100 to $200, according to length of service, and the *Post-Dispatch* bequest went to 137 persons, in sums from $20 to $1,000. The report also shows that the $100,000 left for distribution at the discretion of the trustees among Mr. Pulitzer's secretaries, readers, companions, and editorial writers, including John M. Tuohy, the London correspondent, was distributed as follows: H. S. Pollard and F. I. Cobb, $25,000 each; N. G. Thwaites, F. mann, J. M. Tuohy, and W. R. Paterson, $10,000 each, and J. L. Heaton, L. R. E. Poulin, A. B. Kingsbury, E. W. Osborn, and Louis T. Campion, $2,000 each.

John R. McLean, whose death occurred recently in Washington, was the representative of a type of newspaper which was immensely profitable in this country in the last quarter of the last century, but which has either reformed to meet present standards or passed out of existence. Mr. McLean's reputation rests upon his ownership of the Cincinnati *Enquirer*, although in recent years he had also owned the Washington *Post*, and had made his home in Washington. The fortune of $100,000,000 which he is reputed to have left, was founded upon the profits of the *Enquirer*, and reinforced by successful investments made from its earnings. *The Enquirer* is the last distinguished survivor of a school of journalism which believed that news is anything which people wish to read about, and that in giving the public "what it wants" the newspaper should know no limits of expense or of taste, save the line at which the paper is liable to be confiscated by the police or denied admission to the mails.

BRITISH COLUMBIA

John Douglas Tompkins, until last June editor of the Rossland *Miner*, enlisting at that time and going to the front, is reported in the casualty lists among the wounded. Pte. Tompkins was formerly a reporter on the Vancouver *Daily Province*.

J. B. Davies, formerly editor and proprietor of the Nanaimo *Labor Advocate*, has enlisted with the 11th C.M.R.

ALBERTA

The Medicine Hat *News* has installed a Model 14, quick-change, three magazine, auxiliary magazine, Linotype.

C. L. Willis, publisher of the Stettler *Independent* is looking for a foreman to take charge of his business. Mr. Willis believes that he has the best country plant west of Winnipeg, for a town the size of Stettler. If the man whom Mr. Willis engages has a son or daughter or both, there is a place for him and her. Chances like this are rare.

SASKATCHEWAN

W. H. G. Honeyman, late editor of the Manor *Advocate*, who is with the Canadian forces in Flanders is reported wounded in the recent severe fighting.

The Macoun *Post* offers a prize of three dollars to any school girl or school boy who will write the best essay on the subject "Why Macoun is a good place to live in."

At the regular monthly dinner of the Regina Canada Club, Edgar C. Dawson, editor of the *Prairie Farm and Home*, spoke on "The Newspaper and Its Relation to the Public."

Unsatisfied to let three sons represent his family in the battles of the Empire, H. J. Wright, editor of the Harris *Herald*, has enlisted for active service with the 183rd Overseas Battalion.

The Enterprise is a new weekly printed at Mossbank, a town on the Gravelburgh branch of the C.N.R. The paper is a seven column eight page paper. The editor and publisher is V. C. Dunning, late proprietor of the Rex Press of Moose Jaw, who is known to the majority of printers in the West.

At the final session of the Brown Elwood Royal Commission inquiring into charges of bribery of members of the Saskatchewan Legislature, W. L. McTavish, editor of The

Regina *Province*, the official Conservative organ, admitted that he had no evidence to submit to any of the Royal Commission. *The Province* had stated that further charges would be brought out against Liberal M.P.P.'s in due time. On the witness stand the editor admitted that his editorial statements were false.

MANITOBA

The Public Press, Winnipeg, have added a large combination book folder to their already very complete plant

The Winnipeg *Saturday Post* have recently added a new and complete book folder and power punch to their job plant.

F. Fellowes, manager of the Winnipeg printing department of the T. Eaton Co., is at present in Eastern Canada purchasing plant for his department in the Western metropolis.

Two Winnipeg printers, E. Boyd and Manson McDonald, have recently amalgamated their plants and do business under the firm name of the Trinity Press. With the combined plants and the practical experience of the three principals, the business will be a strong one.

A. E. Boyle has been appointed as the new secretary of the Winnipeg Board of Trade. Mr. Boyle is well-known in both Ontario and Western Canada, being a graduate of Toronto University and serving his newspaper novitiate at Niagara Falls, and being successively reporter on the Toronto *Globe* and commercial editor of the Toronto *News* before going West in 1905, when for a time he was editor of the Regina *Standard* and later publicity commissioner for that city. For four years he was Western representative of the Toronto *Globe*, and more recently was engaged in the Dominion Government's case in the matter of telegraph rates.

ONTARIO

The Owen Sound *Sun* is raising its subscription price to $1.50.

Pte. Arthur Reeve, formerly of the Chatham *Planet*, is among the "missing."

T. Neelands, proprietor of the *Observer*, Hensall, is giving up his interest in the paper.

J. J. Hunter, of the *Reporter*, Kincardine, has completed ten years as publisher of that paper.

W. B. Adams, editor and proprietor of the Westport *Mirror*, was drowned in the Rideau near Westport.

Port Elgin *Times* is running a series of country church articles which are proving a popular feature.

Thomas Lamb, killed, and Cecil Bechill, wounded, were former employees of the Glencoe *Transcript*.

Pte. Chas. E. Carey, formerly on the staff of the Galt *Reporter*, is among those recently reported killed in action.

Lieut. Thomas Smith, until recently with the 142nd battalion, has been appointed city editor of the Woodstock *Sentinel-Review*.

Lieut. Robert D. Hart has resumed duties as reporter at the London *Free Press*, after several months with the 142nd battalion.

W. R. Davies, Thamesville *Herald*, and his family, took a ten days' motor trip last month to Toronto, Niagara Falls, Buffalo and other interesting points.

Private Arthur Holder, of the 28th battalion, has been wounded. He was connected with the Fort William *Times-Journal* staff for several years.

Lieut. H. J. Rolph, of Toronto, is reported to have been wounded. He went overseas last year as a sergeant and was given his commission last March. His father, Mr. Frank A. Rolph, is managing director of the firm of Rolph and Clark.

The Wingham *Times* is now in the 20th year of its publication under its present owner and editor, H. B. Elliott.

Pte. Arthur Stanley Gurnett, has been killed in action. He was formerly connected with the Toronto *Saturday Night*.

The Oshawa *Vindicator* has moved into new premises. A goodly amount of new equipment has been installed, including a linotype.

Lieut. Chas. Hamlyn, late city editor of the Woodstock *Sentinel-Review*, has accepted a commission in the 168th Oxford county battalion, and is now at Camp Borden.

Bernard Smith, recently assistant advertising manager of the London *Advertiser*, has joined the advertising staff of the London *Free Press* to succeed Frank Smith.

The Owen Sound papers have announced the raise in subscription price to $1.50, to take effect Sept. 15. The Wiarton *Echo* also puts into force the new rate on same date.

George Hanson, Fred. Crozier and Hamilton Edgar, ex-employees of the Kingston *British Whig*, have opened up a job printing establishment under the firm name of Hanson, Crozier and Edgar.

George Martin, late of the Stratford *Herald*, Berlin *Telegraph* and 118th battalion, joined the staff of the London *Free Press* recently on his failure to pass the eyesight tests for overseas.

Sapper Norman Browning is reported dead of wounds. He was a member of the 48th Highlanders. Previous to enlistment, Sapper Browning was employed by Rolph & Clarke Co., Carlaw avenue.

Lance-Corp. Lon V. Treble, of the 33rd Battalion, Exeter, has been severely wounded in the foot by shrapnel. Lance-Corp. Treble is a printer by trade and worked on the Exeter *Times* previous to enlisting.

Lieut. Carl. C. Green, recently listed as killed in action, was at one time a proofreader and later a reporter on the London *Free Press*. Afterwards he was engaged in newspaper work in Haileybury, Port Huron and Stratford.

Lieutenant A. M. Thurston, an officer of the Canadian Field Artillery, has been killed in action. The late officer was the son of W. H. Thurston, editor of the Flesherton *Advance*, and during his student days was managing editor of *The Varsity*. A brother, Stanley Thurston, is editor of the *Weekly Sun*.

The 135th Middlesex Battalion received a magnificent set of colors, the gift of the London *Free Press*. The ceremony was carried out on Carling's Heights and was attended by a military demonstration of exceptional interest.

Lieut. Harold Dufferin Jones, who left Canada about a year ago with a draft from the 84th Battalion, has been wounded in action at the front. Before joining the overseas force was in the employ of the Canada Printing Ink Company.

Members of the Parliamentary press gallery presented one of their confreres, Private H. B. Guest, of the 207th Batt., with a gold wrist watch. He is the sixth member of the press gallery to respond to their country's call.

Editor P. C. L. Erney, Prescott, will be succeeded by C. A. Styles, of Morrisburg, to whom he has sold the *Weekly Messenger*. Mr. Erney is considering the purchase of either the Lowville *Herald* or the Massena *Press*.

C. Harrison Green, of the Seattle *Post-Intelligencer*, has been appointed a member of the permanent newspaper division advisory committee of the Audit Bureau of Circulations. Mr. Green was born in Stirling and received his education there, afterwards serving his apprenticeship in *The News-Argus* office.

Lieut. C. Beresford Topp, of the Toronto *Mail and Empire* staff, has been wounded in the neck by shrapnel. Lieut. Topp went overseas with the First Canadian Contingent as special correspondent for *The Mail and Empire*, and sent many interesting despatches from Salisbury Plain. He also visited France on behalf of his paper.

Editor McDonald, of the Chesley *Enterprise*, has given both his sons to the King's service. His young son, J. C., is a lieutenant in the 160th, and the other boy, W. M., who graduated with honors from the University last spring is now with the Divisional Signallers at Ottawa. Mr. McDonald is known as Fighting Mac and would be in khaki too if he were not beyond military age.

Toronto lost an able writer in the death of Lieut. Hal R. Gordon, killed in the Zillebeke fighting. Lieut. Gordon, before joining the army, was a reporter on the *Daily Star*. He went overseas as a war correspondent, and subsequently enlisted as a private. After the battle of St. Julien he was given a commission. He graduated from the University of Toronto in 1912, after a brilliant career.

A. T. Wilgress, provincial King's Printer, is issuing the *Ontario Public Service Bulletin*. It will contain from month to month a number of important articles dealing with works undertaken by each department. Hitherto the work of departments has only been noted in their annual reports, but with the *Public Service Bulletin* the public will be kept in closer touch with the work each department is endeavoring to accomplish. *The Bulletin* in size and quality of paper will be the same as the provincial blue books, but it will not have the blue cover. There will probably be from 20 to 24 pages of reading matter in each issue.

It will be news to many that a newspaper known as the *Globe* was published in Toronto before the paper founded by Hon. George Brown in 1844 was established. Mr. Charles E. Bright, of Brampton, has in his possession a copy of the *Globe* dated Toronto, May 2, 1840, and labeled Vol. I., No. 6. How long that paper continued publication Mr. Bright is unable to say, though it was published by his great grandfather, John Carey. The contents of this four-page weekly are interesting, and even historical. Several columns are taken up with a report of a speech by Lord John Russell in the British House of Commons, discussing the necessity of a union of Upper and Lower Canada. One of the advertisers is H. Piper, whose firm has continued to the present, and one of the articles he offers for sale is "still worms," which apparently were part of the equipment of distilleries, which then abounded in the country.

E. W. Thomson, of Ottawa, Canadian correspondent of the *Transcript* of Boston, is on a summer tour which will take him into all parts of the Canadian West. The letters which he will write about Western Canada for the *Transcript* will afterwards appear in book form Mr. Thomson is a veteran Canadian journalist and a writer of note, who has had a most interesting career. He served in the American civil war as member of a Northern cavalry regiment, and has commemorated a casual meeting with Lincoln in his poem, "Father Abraham Lincoln." His literary career has embraced years of service on the Toronto *Globe*; a long association with the *Youth's Companion*; and now for

many years, a connection, as commentator on Canadian events, with the *Transcript*, of Boston. He is a Fellow of the Royal Society of Literature of the United Kingdom and a Fellow of the Royal Society of Canada. He will publish shortly a book of stories through the Oxford University Press. Mr. Thomson is one of the two Canadian poets represented in Sir Arthur Quiller Couch's book of Victorian verse.

The St. Catharines *Standard* has arranged a vacation trip for its readers to Quebec by water.

E. Garrett, for years editor of the Bradford *Witness*, was recently elected by acclamation Mayor of Watrous, Saskatchewan.

S. Wilson has severed his connection with the Copeland-Chatterson Co., Brampton, with whom he had been continuously employed for upwards of fourteen years. Mr. Wilson has taken over the management of The Weston *Times*.

C. Lesslie Wilson, general manager of the Toronto *News*, has resigned to take up military work. Sir John Willison, who has been president of the News Publishing Company and editor-in-chief, will take the title of editor and publisher. A. T. Macdonald, previously assistant general manager, becomes assistant to the president. Roy Weaver, news editor, will be managing editor. J. B. Stephen, accountant, will be secretary of the News Publishing Company. C. W. McDiarmid, recently appointed advertising manager, retains that position.

The Oshawa *Vindicator* has removed its plant from its old stand at 26 King St. West to 57 and 59 King St. East. The new premises are being fitted up very commodiously and when completed will be convenient and attractive in appearance. The *Vindicator* was founded in the year 1854 and has been giving light to the people of Oshawa and surrounding country ever since. In May, 1915, the ownership was turned into a joint stock company, Mr. N. G. Watson the present proprietor being managing director. Later Mr. Watson removed to Toronto where he acted in the employ of the Government in the office of the King's Printer and the Government library. Growing tired of this he resigned his Government office last session and returned to Oshawa when he purchased the *Vindicator* from the old company. Lately Mr. Watson has added to the plant a new No. 5, Linotype, which together with other improvements will make it a thoroughly up-to-date office.

The Collingwood *Bulletin* has entered upon its forty-sevnth year. The first copy appeared on July 13th, 1870, under the editorship of the late David Robson. In the four decades and more that have passed since, there have been many local changes. At that time Collingwood was the terminus of the only railway into the northern sections of the province. It was also the headquarters of the only steamboat line plying between Canadian and United States ports on Lake Michigan and Canadian and United States ports on Lake Superior. The first issue of the paper was of the blanket sheet form of four large pages with seven columns of closely set matter in each. Mr. Robson continued the proprietorship with marked success until about 1880, when he disposed of it to Williams & Hands. Some months later, the former withdrew from the partnership and the paper was carried on by Mr. Hands until October, 1885, when Mr. Williams took it over and placed J. A. Currie, now Brigadier-General Currie, in the editorial chair. The following year Mr. Currie went to Toronto and was succeeded by David Williams, who has since occupied the position. A few years later The Bulletin Printing Co. was formed and since, the paper has been issued under its ownership.

QUEBEC

D. M. Duncan of the Verdun *Echo*, is in Toronto on holiday.

J. Grant Smith of the Montreal *Herald* spent his vacation in New Carlisle, N.B.

Roy Carmichael, Financial Editor of the Montreal *Herald* is holidaying at Val Morin, Que.

Edgar Laberge, publisher of the Hull *Le Spectateur*, left on July 12th, for a visit to Alaska and the Yukon.

Alfred H. Bloor, publisher of the Penetanguishene *Herald* has raised the subscription price of his paper to $1.50.

Peter Wilson, editor of the *Examiner*, Kenora, Ont., has accepted the position of Editor-Manager of the *Lake Shore Press*, Lachine, Que.

Harold Taylor of the Montreal *Weekly Star*, was married recently. His father, who is Methodist minister at Knowlton, Que., performed the ceremony.

The Montreal *Daily Mail*, established October 8, 1913, is now comfortably situated in its new five-storey building at the corner of Victoria Square and Craig street.

Roderick O. Matheson, has been visiting relatives in Quebec. Mr. Matheson is editor of the *Pacific Commercial Advertiser*, Honolulu, Hawaii. He has been a resident of the far-off Pacific Isle for about fourteen years.

Pte. Ralph Dougall, whose name appeared among the wounded in the casualty list with kin at Flushing, Long Island, N.Y., is a brother of Mr. Wilfrid Dougall, of the Montreal *Weekly Witness*, and son of the proprietor of the New York *Weekly Witness*.

The fifteenth annual meeting of the Canadian Association for the Prevention of Tuberculosis, will be held in the Parliament Buildings, Quebec City, on Tuesday and Wednesday, 12th and 13th of September, 1916.

The Montreal *Daily Star* brought suit a short time ago to compel the board of control of that city to admit the press to the board's meetings. Mr. Justice Bruneau has given judgment to the effect that there is nothing in the law to compel the controllers to do this.

The Ladies of the St. Lambert Red Cross Society took over one week's edition of the local paper, the *South Shore Press*, for the benefit of the Red Cross. The paper was sold at ten cents a copy. All cash sales, profits and the total receipts from the special advertising went to the Red Cross funds.

Second Lieut. Montagu Leonard Price, of the Middlesex Regiment, reported killed, was a son of Mr. Alfred T. Price, of Montreal. He was thirty-three years of age, and was connected with the London *Times*. Mr. Price Sr., is chief of the proofroom of the Montreal *Star* and was many years with the old *Witness*. He also worked for many years on the London *Times*.

An action by *Le Pays*, a weekly newspaper published in Montreal, against *L'Action Sociale* of Quebec, for $10,000 damages for alleged libel, was dismissed by Mr. Justice Coderre. Plaintiffs contended that they had suffered damage because on October 4, 1913, *L'Action Sociale* published a report stating that on the following day a letter would be read in all the Catholic churches in the district of Quebec prohibiting the faithful from reading *Le Pays*, which *L'Action Sociale* said was "an anti-religious journal." Judge Coderre found that if any damage was done the plaintiffs it was done by the letter itself.

Another member of the Montreal *Gazette* editorial staff is leaving in khaki to serve his King and country at the front, in the person of Lieut. Warring K. Clarke, who for the past three years has been assistant financial editor of *The Gazette*. Lieut. Clarke has been given a commission with the reinforcement draft of officers now being formed at Petawawa, to leave immediately for England. He has served for some time past with the Heavy Brigade in Montreal, and qualified for rank at Kingston. Lieut. Clarke is a son of the late E. F. Clarke, M.P. for Centre Toronto, and Mayor of Toronto for several years.

P. W. Day, formerly with the S. B. Foote Co., Montreal, printers and publishers, is leaving the publishing business to engage in the rubber business. Mr. Day was employed by Hubley Printing Co., York, Pa., 1900-1905; The Butterick Publishing Co., New York City, 1905-1911; Doubleday, Page & Co., Garden City, N.Y., as foreman, 1911-1913; Montreal Electrotype Co., Montreal, P.Q., as sales manager, 1913-1914; S. B. Foote Co., publishers, Montreal, as general superintendent, 1914-1916. He now enters the employ of the F. S. Carr Rubber Company of Canada, Montreal, as sales manager.

MARITIME PROVINCES.

The printers and binders of Halifax are busy.

The Royal Print & Litho Ltd., Halifax, has added to its photo negraving plant.

The Imperial Publishing Co., Halifax, has installed an Automatic printing press.

John Russell, Assistant Business Manager of the Moncton *Times*, continues very ill at his residence.

The Springhill publishers have installed motors, type, and additional machinery in their printing plant.

The Week's Printing Co., Halifax, has the contract for printing the Nova Scotia Provincial exhibition catalogue.

W. Clancey, of the Imperial Publishing Co., is spending the summer with his family in Pictou.

J. C. Jones of the Printer's Supply Co., has just returned from Newfoundland with a good lot of business.

Dan V. Gillis, printer of Summerside, who gave up his business to don the King's uniform, died suddenly while in training.

The Sackville *Tribune* is advancing the price of its semi-weekly to $1.50. It is not unlikely this fine example will be followed by other newspapers.

Frederick D. McGuire, a graduate of St. Joseph's University, has become a member of the reporting staff of the St. John *Evening Times-Star*, after a short experience on the St. John *Globe*.

J. B. Mooney is the latest addition to the reporting staff of the St. John *Globe*.

The Bridgetown, N.S. *Monitor* has completed a voting contest circulation scheme. This weekly has now over 2,000 subscribers.

R. L. Cotton.of the Charlottetown *Examiner*, was a visitor to the city this week. Mr. Cotton has gone overseas to do his mite for his country.

Private A. C. Grant, formerly of the Sackville *Tribune* staff is now in an English hospital recovering from a shattered jaw and an injury to his shoulder.

Mrs. Dakin, wife of J. P. Dakin, of the Truro *News*, who has been in the infirmary at Halifax for the last few weeks, has returned to her home restored to good health.

W. F. Kempton, who took charge of the Yarmouth *Times* when it was purchased by a syndicate some months ago, has resigned. No successor has as yet been appointed, so far as the public is aware.

It is expected that J. Douglas Black, news editor of the Fredericton *Gleaner*, will be appointed quartermaster of the 236th battalion, now being organized by Lieut.-Col. P. A. Guthrie, M.L.A.

Frederick F. Sully, formerly assistant lecturer on journalism at Colby College, city editor of a paper in Waterville, Me., and recently of the *Bangor Commercial*, has joined th e writing staff of the St. John *Telegraph*.

James L. Neville, for some years a well-known New Brunswick newspaper man working with the *Daily Gleaner* and *Daily Herald*, of Fredericton, N.B., and who for the past few years has been with the *Western Standard*, Calgary, has joined the Journal Pub. Co. staff.

Before leaving for Valcartier with his unit, the 140th battalion, Lieutenant Alexander W. Thorne, formerly city editor of the St. John *Standard*, received from the members of Pioneer Lodge, I.O.O.F., of which he was a prominent member, a handsome gold-mounted fountain pen, suitably engraved.

So far eighteen employees of the St. John *Standard* have enlisted or been given commissions in the overseas forces, in addition to several who were rejected as physically unfit. Among those at the front who have been wounded are Lieutenant J. Edgar March (twice); Sergeant Heywood, Trooper Peter Holeroft and Private James McPhee.

Sergeant Daniel Heywood, formerly of the staff of the St. John *Standard*, is now in the Wharncliffe War Hospital, at Sheffield, England, recovering from the effects of German gas. He enlisted in St. John with a scout corps for the first contingent, but at Valcartier was drafted to the R.C.R. and saw service with them in Bermuda before getting to the front.

The wedding of D. Granville, office manager of the St. John *Standard*, to Miss Edith Myrtle, youngest daughter of Mr. and Mrs. R. Byron Seely, of Lower Norton, N.B., took place recently at the Church of the Ascension, Norton, Rev. Thomas R. Parker officiating. After a wedding trip through Nova Scotia, Mr. and Mrs. Granville will make their home at 48 Adelaide Street, St. John.

Prohibition in Halifax City from a laboring standpoint is working fine. One of the foremen of the Halifax Electric Tramway Co., stated that during the last few weeks he has not had a man absent from work, through liquor, out of four hundred. Prohibition has not affected the trade from the printer's standpoint. While the printers are not prohibitionists or temperance men, yet there is no more temperate class to-day than the printer. The old days are past when a good percentage of the printers failed to turn up on Monday morning.

Lieutenant Francis Joseph Corr, for five years a member of the staff of the St. John *Telegraph* and *Evening Times-Star*, was killed in action in France on June 29. Soon after war was declared he qualified for a commission and, when the 55th New Brunswick battalion was organized, received his appointment when the battalion reached England it became a reserve unit and, in his anxiety to get to the front, Lieutenant Corr volunteered for the first draft. He had been at the front only six weeks when he fell, the first officer of the 55th to meet death on the field. He was one of the most popular officers of his unit and had won high praise from his commondaing officer for ability and efficienc~ Lieutenant Corr was twenty-six years of age and had been prominent in the Knights of Columbus, the Irish L. & B. Society and in amateur theatricals in St. John. He is survived by his wife, who was on the ocean returning from England at the time of his death.

NEWFOUNDLAND

C. E. Russell, editor of the Boy Roberts *Guardian* visited St. John's on business the second week in July.

A. L. Barrett, manager of the Curling *Western Star* made a tour of the south-east part of the country during the first half of July.

In the recent St. John's, Newfoundland, municipal election, W J. Withers, King's Printer, was defeated by about a dozen votes.

Hon. P. T. McGrath, editor of the St. John's *Evening Herald*, contemplates a trip to Canada and United States during the month of August.

Corporal William Richards, of "the fighting 25th Canadians, who was killed in action on the 8th June, was formerly pressman at the St. John's *Daily News*.

J. C. Jones of Printers' Supplies Co., of Halifax, spent the first two weeks of July in Newfoundland, booking orders for printing machinery and other supplies.

Rev. Dr. Rideout, Professor at Taylor University, Upland, Indiana, was at one time a member of the staff of the St. John's *Evening Telegram*.

Douglas Payne, formerly of the mechanical department of the Curling *Western Star* has volunteered and joined His Majesty's forces on seas.

At the recent session of the Anglican Synod of Newfoundland, Rev. Mr. Barton was re-elected editor of the *Dioceasen Magazine*, and W. J. Withers, editor of the *Royal Gazette*, was re-elected business manager.

Mrs. B. Doyle, for a number of years assistant editor of the Attleboro, U.S.A., *Sun*, is spending the summer at Curling, Bay of Islands.

The Newfoundland Quarterly, summer number, published by John J. Evans, printer, is to hand—an exceedingly attractive, interesting and well-produced publication.

George Andrews is about to open a printing office of his own in St. John's. Mr. Andrews has had considerable experience, having joined the *Free Press* some fourteen years ago.

J. D. S. Barrett spent a few weeks in Curling visiting his brother, the manager of the *Western Star*, during the first half of July, and then proceeded to Western Canada, via. New England States. Mr. Barrett has some newspaper interests in sunny Alberta.

The St. John's *Daily Star* has just invested in another job press, and they are soon to install a new news press, with greater capacity than their present one. They are now using a flat bed with a capacity of only eight pages, and they contemplate installing a press capable of printing twelve to sixteen pages.

Advertising, both local and foreign continues favorable in Newfoundland, and papers with the field and that are able to give the service experience little or no difficulty in securing a goodly amount at from 10 to 15 cents for display and from 20 to 30 cents for readers. The Curling *Western Star* has closed several contracts of late on above rates. Of course due consideration no doubt has been given the favorable situation of that paper, having as it has the whole West and South coasts of Newfoundland as its field. But even at St. John's, where competition is somewhat keen among the papers, some good advertising contracts have been taken up of late. Some of the newspapers have found it necessary to increase their advertising rates; one of the latest to do so is the Twillingate *Sun*. The *Sun* has made considerable strides to improvement within the past few years, particularly since it came under its present owner. Editor Temple has some vim and he is using it for the welfare of his paper.

The Dead

Andrew L. Anderson, aged 76, an old-time newspaper man, is dead. He was for 30 years on the Toronto *Globe*, and was at one time a member of the Toronto *Mail* staff before its amalagamation with the *Empire*. He was also for many years editor of the Berlin *Telegraph*. He entered the civil service at Ottawa 15 years ago.

In the passing of Samuel Wesley, Simcoe county loses one of its oldest publishers. Born in Barrie in 1841, he began his apprenticeship in the Barrie *Advance* when fourteen, and was connected with that paper continuously until about six years ago, when he disposed of the *Advance* to Thompson Crew, with whose father he learned the trade. In 1874 he and the late Robt. King bought the *Advance*, and in 1880 Mr. Wesley became sole proprietor. Wm. Wesley, publisher of the Walkerton *Herald*, who died in February of this year, was his brother. Mr. Wesley was at the front in the Fenian raid of 1866.

COL. WM. EGELTON

Col. Wm. Egelton, of Toledo, passed away Sunday, July 23. He was a native of London, Ont. At 16 years of age he joined a Michigan cavalry regiment and fought for Mr. Lincoln in the war of the rebellion. He was with Sherman in the southern campaign, was at the fall of Atlanta and also fought under Gen. Custer. Wm. Egelton served his apprenticeship to the printing trade on the London *Prototype* and the *Free Press*. For 35 years previous to his death he was employed on the Toledo *Blade*, and was a member of the G.A.R.

JAMES WHITCOMB RILEY

James Whitcomb Riley, The Hoosier Poet, is dead at Indianapolis. He began life poor, ran away, and earned a living for many years painting fences, and writing for country newspapers, he finally gained a fortune. From obscurity and even contempt Riley gained in his later years merited recognition, and last year, on his birthday, October 8, the State of Indiana declared a public holiday in his honor. Though for many years a resident of Indianapolis, he was not well known to the people of that city. He lived in a secluded section, and went about little, after giving up his platform tours. Riley was an excellent reader of his own verses, and for 15 years, or until 1898, made tours of the country with great success, sometimes appearing in company with the humorist, Bill Nye. The publication of books year after year brought him in a handsome revenue, and, added to his lecture receipts, built up a fortune ensuring him every reasonable comfort and pleasure.

Riley's hand-writing was so poor that until he was 25 the printers could not read his manuscripts, and his brother John wrote them for him. He never married, though he loved children, and felt free to give of his wealth generously. In 1911 he presented to Indianapolis, property valued at $75,000 for a site for a public library. In 1902 he received the degree of master of arts from Yale University, and in 1904 the University of Pennsylvania conferred on him the degree of doctors of letters. Indiana University gave him the LL.D. in 1907.

PRINTERDOM

The printing trades of Toronto for July, on the whole, were busy.

The Western Canada conference of Typographical Unions met in Edmonton last month.

The Winnipeg Printers' Board of Trade has discontinued the regular weekly luncheons during July and August.

The secretary of the Toronto Typos reports that the demand for compositors continues good. Mr. Hadden says that the outlook for the future is very bright.

Harry C. Slemin, formerly advertising manager for Yawman & Erbe, of Rochester, N.Y., has been appointed managing director of the Office Specialty Co., of Newmarket, Ont., a subsidiary of the Rochester concern. Mr. Slemin was an active member of the Typothetae and Ad Club of the Flower City.

Every printer should read 'The Love Feast of Competitors," by Forrest Crissey, which has been published in pamphlet form and can be obtained by addressing the United Typothetae and Franklin Clubs of America, 550 Transportation Building, Chicago. This article deals strictly with the principles of co-operation and what is being accomplished along that line in the business world.

The July issue of *Printer and Publisher* made the manufacturer of Dymol say that a gallon could be purchased for $3.50. The tin does not contain a gallon, but it does contain enough to prevent off-setting on many thousands of sheets It depends upon the size. This paragraph should set the matter right between the T. H. Roberts Chemical Co. and any who sent for a sample tin.

George E. Finlay, son of President Finlay of the U.T. and F.C. of A. has just finished with credit his first year in the printing department of the Carnegie Institute of Technology at Pittsburgh. Mr. Finlay is a graduate of Williston Seminary and is preparing to follow his father's footsteps in the printing business. He has taken up the work of the school with great interest with the result of attaining credit in his work and finding the work extremely satisfactory to himself.

The May issue of the *Bulletin*, the official organ of the United Typothetae and Franklin Clubs of America, contains some very interesting articles on organization activities. Recent actions of the Executive Council of the National organization are also published in this number. If you do not receive the *Bulletin* and would care to do so, address the United Typothetae and Franklin Clubs of America, 550 Transportation Building, Chicago.

F. W. Fillmore, cost accountant, who has been at National headquarters compiling the 1915 Composite Statement of Costs, is at present engaged in installing standard cost systems in two of the large plants in Chicago.

Harry S. Stuff, Western representative, is at present in Cincinnati in the interest of the creative selling plan for printers and advertisers, being promoted by the National organization. Mr. Stuff addressed the convention of the Associated Advertising Clubs of the World at Philadelphia last month, and also spoke at the convention of the Tennessee Printers' Federation, held in Knoxville.

The Best Printing Company, of Toronto, held a picnic last month, and the Bulletin-programme issued in connection therewith was an imposing production, of spacious size, with cover, and executed in three colors, illustrated with portraits of their "boys" at the front. The contents, in addition to the programme of sports, consisted of a sober-minded "story" of the T. H. Best Printing Co., and two pages humorous paragraphs and poems embellished with cartoons.

The Thirtieth Annual Convention of the United Typothetae and Franklin Clubs of America, will be held at Atlantic City, September 12, 13 and 14, and will be one of the best ever held by the organization. Speakers of National prominence in printing and advertising circles will be on the program, which insures lively and educational topics of vital importance to the printing craft. Every printer owes it to himself and the printing business to attend this Convention.

The Composite Statement of Cost for the year 1915, which is now being completed for publication and which will be issued within a very short time, shows an aggregate total payroll and general expense of $8,750,000; for the year 1914, this aggregate amount was $5,614,000, and for 1913, $1,604,000. One can readily judge from these sums that many more standard cost systems have been installed in various printing plants since the year 1913, as these figures are collected from Standard Cost System users.

The Price List Committee of the United Typothetae and Franklin Clubs of America, has prepared a booklet, entitled, "Classification of Bindery Operations and Operation Numbers." This is a treatise on a system to compile records of various operations performed in the bindery. The booklet will be sent to printers who desire information on the subject. It will pay each individual well to investigate the system of collecting records of bindery production. Write National headquarters, of the United Typothetae and Franklin Clubs of America, 550 Transportation Building, Chicago, Illinois, for a copy of this booklet.

WILL MAKE BALERS IN CANADA

Stephenson, Blake & Co., Toronto, are manufacturing their own paper balers and have applied for Canadian patent rights. The baler is reasonable in price.

TO ADVERTISE CANADA

Francis Holly, the guest of the Federal Government, has been touring the Dominion on Government business.

Mr. Holly is working in connection with the department of trade and commerce. It is understood that his mission is to interest both manufacturers and the educational institutions of the Dominion in securing better publicity in the methods employed in the manufacture of the various staples, such as paper, etc. It is stated that the manufacturers in Canada have entered heartily into the scheme and are defraying a portion of the expense which the scheme involves. The idea is to have moving pictures taken of the various manufacturing processes and these be employed by the Canadian universities to supplement the usual course of instruction. Mr. Holly is a citizen of the United States. It is said that when the plan has been evolved, Mr. Holly will lecture throughout the United States on Canada and Canadian industries.

POSTER ART

John Tyrone Kelly, chairman of the National Poster Committee, will co-operate with Printing, and Allied Trades Expositions to be held in Madison Square Gardens, Sept. 30-Oct. 7, to make the greatest showing of the poster art that has ever been produced in this country.

A wonderful display of the work done by the students of the Greater New York High Schools and various Art Schools of New York will also be made.

Negotiations are under way to borrow the exhibit of the Lithographic Industry and the Letter-Press Exhibit that were shown at the recent meeting in Philadelphia of the Advertising Clubs of the World. Taking all in all this "finished productions" phase of the Printing and Allied Trades Exposition will be the greatest of its kind ever made in this country.

The regular exhibits of the Printing Machinery and Supply people will be shown on the main floor and thousands of printers, lithographers, engravers, electrotypers and others from all parts of the country will attend.

CONTINUOUS COMPOSITION

The Mergenthaler Linotype Co. has issued a striking circular entitled "Continuous Composition With the New Multiple-Magazine Linotype." The new models are especially adapted for book and job composition and general commercial work calling for a variety of faces or special characters. The operator can mix at will, in the same line matrices from all magazines without removing his hands from the keyboard. So has been realized a dream and desire. Time and genius are ever evolving fresh marvels and achieving astonishing triumphs.

CANADA PAPER CO.

The obligations of Canada Paper Company to its preferred shareholders were discharged recently by the payment of a cash dividend of $28 a share, which called for a total disbursement of about $100,000.

The dividend arrears settled by the $28 distribution totalled 42 per cent. of the dividends for six years.



Tinned Stitching Wire

High-Grade Quality

MADE IN CANADA

BY

THE STEEL COMPANY OF CANADA
HAMILTON LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

POPULAR TYPE

Our Type is the most popular because in it you get both quality of material and style of face, and the printing you produce shows character superior to all others. Your customer is pleased when he sees how prominently his subject matter stands out, so that all concerned have benefited.

YOUR ORDER WILL RECEIVE PROMPT SERVICE.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, *Manager* 60 Front Street West, TORONTO

Up-to-date List of 2000 Buyers of Advertising

Something you have often wanted—a live up-to-date list of national advertisers, showing product advertised, name of advertising manager, and of agency (if any).

Conveniently classified by provinces and cities—bound in a compact, pocket-size, leather-bound book.

Information that cannot be secured in any other way except at a cost of several hundred dollars.

in the 1916 edition of

Who's Who in Canadian Advertising

253 pages, leather-bound, pocket size

Obtainable only on receipt of the price $5.00 from

W. A. LYDIATT, Publisher, 53 Yonge St., Toronto

All this information—so hard to get and keep up-to-date, yet so indispensable to every business-getter, is obtainable only in this book—easily worth ten times its cost.

Includes a list of 225 agencies doing business with Canadian publishers, giving in each case a list of the advertising they place in Canada. Also an index to over 500 products frequently advertised without disclosing the advertiser's name, enabling you to locate the source of the advertising. Convenient extra memo pages for cuts, changes, additions, etc.

Say you saw it in PRINTER AND PUBLISHER.

Printers Should Get Together

A TRIED and proven way of putting wrong things right, is getting together. In the printing business the lamentable conditions complained of so bitterly and incessantly would be greatly altered for the better if the printers at variance or in the wrong would get together, say, at a weekly luncheon .

Two great causes of complaint and recrimination are price-cutting and ignorance of costs. Every right-minded printer is anxious to eliminate price-cutting, and wants to know all possible about costs.

The big printers know costs, and they are not the greatest offenders in the matter of price-cutting. Perhaps they are big, and have become big, because they know costs and get adequate profits. It is the smaller printers who are the thorn in the flesh of the printing business. By reason of their number and their greed for business, they constitute a very disturbing factor. Good fellowship among these smaller printers would be good for everybody.

In the city of Lincoln, Neb., there are 30 printing establishments representing $600,000 invested in material, and employing 500 people. Three-fourths of these printing firms have formed a local organization to put an end to bad conditions. They are united to correct the "shopping" tendencies of local users of printed matter, and to do away with skinflint practices.

In Chicago every week printers from a wide area assemble at a weekly luncheon to talk over matters of concern and interest. Similarly in many other cities in the United States do printers get together for mutual advantage.

In Canada—in the big cities and the small ones—this same idea can be profitably taken up. Jealousies, antagonisms and misunderstandings will yield to a spirit of comradeship, and the sure outcome of such assemblings will be a unity of effort to put the printing business on a much better basis for both profits and quality of product.

Darkness breeds much evil. Light is the corrective.

Weed Out the Boarder Machines

A "BOARDER" cow is a cow that eats more than the value of the butter fat she produces. A very simple and accurate test determines this. And if the otherwise attractive bovine beauty shows she is not delivering the goods, she is swiftly unloaded on the butcher or mayhap—who knows—on some benighted farmer who still thinks milk is milk and hasn't found out that equal quantities of the fluid have different quantities of the money element, butter fat.

That disposes of the farmer, but not the printer.

The printer may have "boarders" too.

How about his machinery? Is it paying its way?

By the adoption of a cost system the printer may learn as much as a farmer from his Babcock tester. If his costs are alarmingly high after he has accounted for overhead and other ordinary expenses won't his machinery bear investigation?

Many a printer has presses, cutters, type and typesetting appliances, that may be staggering along, going through the motions of giving service, and yet not producing what should be right. They may be serviceable in their way, but antiquated.

The other fellow with his new appliances getting 100 per cent. of efficiency out of his more up-to-date and light running outfit can be making profits where one with "boarder" machinery is barely breaking even. He can do better work for his trade than the man can whose machinery is eating its head off, and make a better profit for himself. He need not be a better workman nor more clever.

The difference is that he has no "boarder" machines.

Weed 'em out—the "boarders."

By F. S. in *The Pacific Printer.*

It is good to live and learn.

There are few shade trees in the field of labor.

The road to fortune is through printer's ink.

To get a thing done, let the man think that he suggested it. Otherwise he will oppose it.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

The House of Satisfactory Service

PRINTING MACHINERY, Material and Composing-Room Supplies. Electrotypers and Photo-Engravers Machinery and Supplies. Anything you want at the lowest price possible.

NEW YORK PRINTING MACHINERY COMPANY, Inc.

SUCCESSORS TO THE NEW YORK MACHINERY CO.

The Fastest Growing Supply House in New York A. C. NAUMAN President 60 Beekman Street, New York City

We make a specialty of Electrotypes from Halftones.

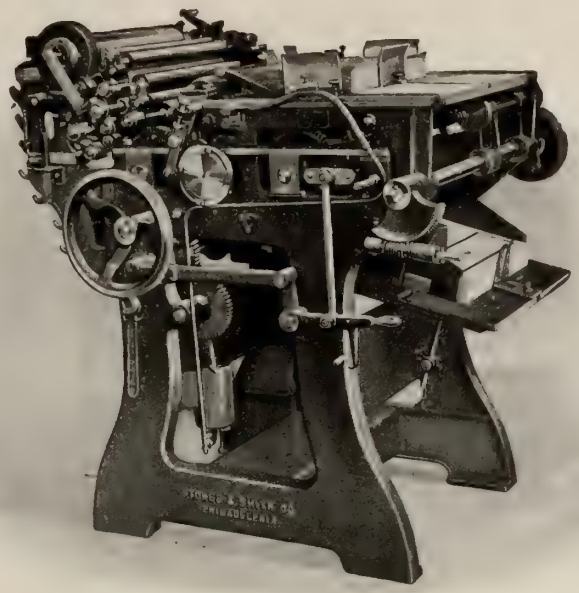
Out of town orders promptly attended to.

The National Electrotype and Stereotype Co., Ltd.

R. H. MILN, Manager

229 Richmond Street West TORONTO, ONTARIO

Don't forget to write the advertisers and when you do, don't forget to mention Printer and Publisher.



You Can Smile with or at your competitors all the time when you use a

RAPID ROTARY

90% of your estimates will find their way right back **to you.**

SERVICE—PRODUCT—PROFIT

WRITE FOR PARTICULARS AND CATALOGUE TO

GEO. A. TODD 826 TRADERS BANK BLDG. PHONE MAIN 1382 **Toronto**



A Guaranteed GLYCERINE-Made

FLEXIBLE GLUE

Despite statements to the contrary we are furnishing the trade with a Superior Quality Glue which positively contains its necessary proportion of GLYCERINE. Send for a FREE sample for a practical test or chemical analysis to verify our statement. Our price is beyond competition.

SEND FOR YOUR SAMPLE AT ONCE.

BAYARD & CO., Inc.
29 BROADWAY **NEW YORK CITY**



There is no business that will bring in so large per cent. of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.

For LITHOGRAPHERS and PRINTERS

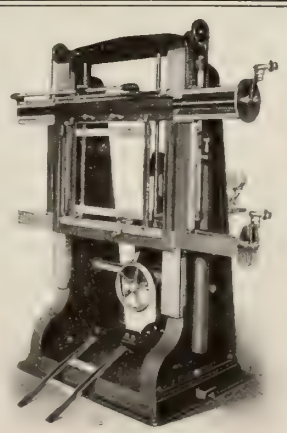
Lithotex photo-mechanical machines and processes for MAKING LITHOGRAPHIC PLATES

Lithotex machines and process are the cheapest, most efficient and accurate ever put on the market; they are simple in construction, easy to operate, and require small floor space; they have been endorsed by three foreign Governments; have been awarded two gold medals (England and France), and are being used by the largest Lithographers and Printers in the world. Write for descriptive booklet.

Write to CANADA MACHINERY CORPORATION, Limited, Galt, Ontario, Canada where machines will be made upon order, or to the Lithotex Corporation, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



Buyers' Guide

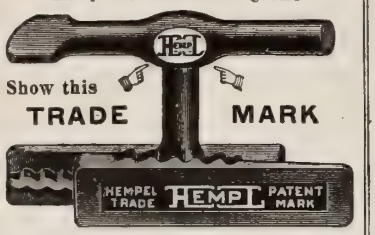
PAPER

All Kinds for Printers, Lithographers, Binders.

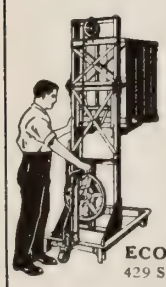
Doty & Scrimgeour Sales Co.
74 Duane St. New York, N.Y.

TICONDEROGA PULP AND PAPER CO.
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

All GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Sold by all reputable dealers
Manufactured exclusively by **H. A. HEMPEL**
THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.



The leading Printers and Publishers of the world have found this machine a great labor and money saver.

There are so many ways in which the Economy Safety First Portable Tiering Machine may be used that it will pay you to write for full information and particulars.

ECONOMY ENGINEERING CO.
429 S. Washtenaw Ave. Chicago, Ill.

SPECIFY
HERCULES STEEL CHASE
(For Sale by All Dealers)
AMERICAN STEEL CHASE CO.
27 Beekman Street, New York City

AUTOMATIC JUSTIFIER
Geo. A. Todd, 152 Bay Street, Toronto.

BALERS, WASTE PAPER
Anglo-Canadian Type & Printing Machinery Co., Ltd., 96 Spadina Ave., Toronto.
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER
Albermarle Paper Co., Richmond, Va.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER
Herman Roser & Son, Glastonbury, Conn.

BOOKBINDERS' MACHINERY
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CIRCULATION EXPERT
John S. Scott, 343 Crawford St., Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
Dexter Folder Co., 200 5th Ave., New York.
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
Golding Mfg. Co., Franklin, Mass.
New York Machinery Co., 60 Beekman St., New York.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPING AND STEREOTYPING
National Electrotype & Stereotype Co., Ltd., 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

FLEXIBLE GLUE
Bayard & Co., Inc., 29 Broadway, N.Y.

GUMMED PAPER MAKERS
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

JOB PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES
Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LOOSELEAF BINDERS
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES
Wing, Chauncey, Greenfield, Mass.

METAL TYPESETTING MACHINES.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

OFFSET PRESSES
Walter Scott & Co., Plainfield, N.J.
Geo. A. Todd, 152 Bay Street, Toronto.

PAPER MANUFACTURERS AND DEALERS
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Rolland Paper Co., Montreal, Que.
Wilson Munroe Co., Limited, Toronto.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

ATTENTION
OLD TYPE—BRASS
Copper, Zinc, Electro and Stereotype Plates and Old Brass

Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.

J. C. & L. W. EPSTEIN CO.
378-380 Front Street East, TORONTO
Ship us your scrap iron, rubber and paper.
Write us for Quotations

FASHIONS
WEEKLY—grouped half-tones.
DAILY—alternate line and half-tone.

The International Syndicate
Feature for Newspapers
Est'd 1899 BALTIMORE, MD.

Stop Carrying Delinquents
Turn over to us your past due Subscription Accounts—let us turn them into cash.

WE COLLECT EVERYWHERE

No account too hard for us—no creditor too far away—our Service covers the Continent.

No Results—No Pay—Prompt Returns. You cannot lose on our proposition—you pay us only for results produced! Try us out with a list. It will pay you. Write for blank sheets to list your accounts on.

References: The Bank of Ottawa and many of the leading publishers, to whom we have been giving satisfaction for the past six years.

The Canadian Mercantile Agency
Ottawa, Ont.

ROLLERS
We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers Roller Works
175 McDermot Ave., Winnipeg

Buyers' Guide

KEYBOARD PAPER

for your MONOTYPE MACHINE

COLONIAL COMPANY

Mechanic Falls, Me.

New York Office: 320 Fifth Avenue

WASTE PAPER
BOUGHT.
WIPING RAGS
SOLD.

THE LEVI'S

100 John St., Toronto, Canada

HAROLD LEVI MARK G. COHEN

HOYT'S TYPE METALS

embody every scientific and practical improvement derived from a forty-year metal-mixing experience, and are absolutely unequalled, not only in their casting qualities, but in the DURABILITY OF THE METAL UNDER PRESSURE.

Furthermore, owing to the charge and thorough mixing of Hoyt ingredients, there is CONSIDERABLY LESS PRESSURE, while the additional life that these type metals give the matrices is a feature worthy of careful consideration.

We solicit a trial of our Hoyt's Faultless Linotype, Hoyt's Combination, Hoyt's Standard Monotype, and Hoyt's Type-Casting Metal.

GET IN TOUCH WITH US TO-DAY.

HOYT METAL COMPANY

Eastern Ave. and Lewis St., TORONTO

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.

Hermann Roser & Son, Glastonbury, Conn.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTING PRESSES

Anglo-Canadian Type & Printing Machinery Co., Adelaide and Spadina Ave., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
H. e. R. & Co., 504-520 Grand St., New York.
New York Machinery Co., 60 Beekman St., New York.

PRINTERS' MACHINERY

New York Machinery Co., 60 Beekman St., New York.
Geo. A. Todd, 152 Bay Street, Toronto.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.
Winnipeg Roller Works, 176 McDermot Ave., Winnipeg.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

QUOINS

H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES

R. Hoe & Co., 504 Grand St., New York.
Walter Scott & Co., Plainfield, N.J.

STEEL CHASES

American Steel Chase Co., 27 Beekman St., New York.

TYPE FOUNDERS

Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
New York Machinery Co., 60 Beekman St., New York.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

The Levi's, 100-102 John St., Toronto.

Printing Material For Sale

Owner who has no use in his plant for following material will sell at a snap to immediate purchasers.

1 Washington Proof Press
1 Economic Freight Hoist
25 Chases—suitable for Mailing Lists

Also quantity of California Job Cases and Frames. Further particulars can be had from

Box 529
Printer and Publisher

Printer and Publisher will be an exhibitor at the Third National Printing, Lithographing and Allied Trades Exposition in Madison Square Garden, New York, September 30th to October 7, 1916.

Classified Advertising

WANTED

WANTED—ALL ROUND PRINTER TO take charge of mechanical end of small weekly in British Columbia on partnership basis; no capital required; no debts to meet; excellent opportunities for reliable ambitious young man. Apply stating qualifications and references to Omineca Herald, New Hazelton, B.C.

EQUIPMENT FOR SALE

PERSONS' LOGOTYPES ARE DISPLACing machine composition. Empire Type Foundry, Buffalo, N.Y.

WASHINGTON PROOF PRESS IN GOOD condition, will accept reasonable offer. Box 516, Printer and Publisher, 143 University Ave.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE—A HOE DRUM CYLINDER printing press, in good condition, 6-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont.



Are You With Us?

PRINTER *and* PUBLISHER will be an exhibitor at Madison Square Gardens, New York, September 30 to October 7, 1916.

We want your best piece of printing for that exhibit.

If you are a one-man printer or if you employ a hundred, we want your best. PRINTER *and* PUBLISHER will show our cousins to the south what Canadians can do with type, paper, ink and presses. We want the work of the small town man as well as the city man.

Send Samples, Addressed "Manager Printer and Publisher," Toronto, Ont.

EXPOSITION

OF THE

Printing, Lithographing and Allied Trades

Madison Square Garden, N. Y.

Sept. 30 to Oct. 7, 1916

The very latest in printing machinery and up-to-date efficiency methods will be demonstrated and clearly explained.

PARTIAL LIST OF EXHIBITORS

Oswald Publishing Co.
Mergenthaler Linotype Co.
John Thomson Press Co.
National Binding Machine Co.
Stokes & Smith Co. (Printing Presses)
Webendorfer Co. (Printing Presses)
Union Card & Paper Co.
Rapid Addressing Machine Co.
H. L. Roberts & Co.
The Linograph Co.
Hammond Typewriter Company
Dexter Folder Company
Berry Machine Company
American Roll Gold Leaf Co.
Apeda Studios, Inc.
The Bukey Company
E. W. Blatchford Company
A. G. Burton's Sons
Boston Printing Press & Mfg. Co.
George P. Clark Co.
Davenport Manufacturing Co.
Duplex Printing Press Co.
Dudley-Currie Co.
Eastern Brass & Woodtype Co.
Edgar Printing & Stationery Co.
Emboso Sales Co.
Charles Francis Press
L. J. Frohn
Goldberg Display Fixtures
Graphic Arts and Crafts Year Book
G. R. Herzog
H. Hinze
Hoffman Type & Engraving Co.
The Printing Art
Highland Machine Co.
Jaenecke Printing Ink Co.
Jennings Automatic Press
Alfred Jackson Studios
The Kiesling Company
Albert B. King & Co.
National Magazine
Loring Coes & Co.
Lead Mould Electrotype Foundry
A. F. Lewis & Co.
Wm. J. Madden & Co.
Smith Form-a-Truck Co.
Wm. F. Marresford (Bookbinders' Machinery)
The Maintenance Co.
National Scale Company
N. Y. Revolving Portable Elevator Co.
New York Master Printers' Association
The Printer & Publisher
Printers' Supply Salesmen's Guild
Printing Magazine
The Republican Publishing Co.
P. F. Smith
The Schilling Press
Typo Mercantile Agency
Universal Type-Making Machine Co.
University Press
Walden-Mott Company, Inc.
Ludlow Typograph
Cutler-Hammer Co.
American Steel Chase Company
Thompson Type Machine.
The American Printer.

Additional concerns are constantly signing contracts for space.

Progressive printers should attend this exposition—it will be a veritable

"Idea Mine"

For space, rates and other particulars address

NATIONAL EXPOSITION COMPANY

Harry A. Cochrane, *President*

Madison Square Garden, N. Y. City

⊘ TRADE **LINOTYPE** MARK ⊘

Acid-Testing a Composing Machine

LIKE every piece of fine equipment purchased and installed to save time, labor and money, a composing machine must be judged entirely by its results on work in your plant.

This is the only true test of its dollars-and-cents value to you.

Unless this viewpoint is kept constantly in mind the printer is very likely to spend either more or less than his actual composition requirements demand.

The MERGENTHALER LINOTYPE COMPANY makes composing machines ranging in price from $1750 for the Model 15 to $4150 for the Model 9. Each Linotype is purposely designed, built and equipped for a definite kind of composition.

If our minimum-priced model fits your individual typesetting needs, *that is the Linotype you want.* But since the cost and equipment of every Linotype is governed by its capacity and versatility—you naturally want the one which will save you most.

We have a Linotype for every office at a price and upon terms within easy reach of every printer
SEND TO-DAY FOR THE COMPLETE DETAILS

CANADIAN LINOTYPE, LIMITED
35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	CHICAGO	SAN FRANCISCO	NEW ORLEANS
Tribune Building	1100 S. Wabash Avenue	638-646 Sacramento Street	549 Baronne Street

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

September, 1916

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Toronto : Montreal : Winnipeg

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

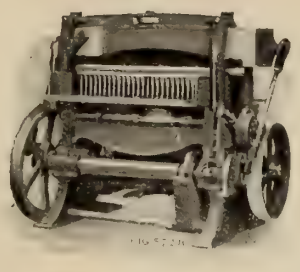
The Dominion Printing Ink *and* Color Company, Ltd.

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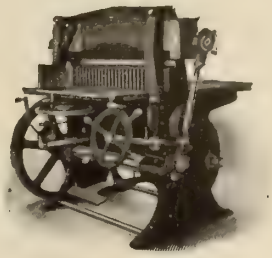
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Oswego Auto

3,300,000 MORE PIECES



Oswego Semi-Auto

In one case three million three hundred thousand **more** pieces were cut in a day on a single Oswego Rapid-Production Cutting Machine than had been produced before on any cutting machine; i.e., the daily production was raised from seven hundred thousand pieces per day to about four million pieces per day.

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That is, a daily increase in output on a single Oswego Cutting Machine that repays its original cost over and over again years before less efficient machines have even absorbed their depreciation charge.

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Systematic concentration on the cutting problem by the Oswego skilled staff of technically trained engineers and experts is producing similar results in many plants.

The services of this staff are at your command for a two-cent stamp. Even though your jobs are small, the use of the new Oswego methods of cutting will pay you a large profit.

Oswego Service Stations are already established at many points in the United States and foreign countries, and a line to Oswego Machine Works, Oswego, New York, will put you in touch promptly with the nearest Oswego Service Station.

It will be a pleasure to receive your inquiries. Your requests for information will be most cordially received. It will be a privilege to be of service to you.

Write us. We would like to make your acquaintance.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U.S.A.

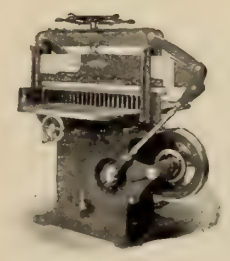
New York Office, Room 2720, Grand Central Terminal

Cutting Machines Exclusively

Ninety Sizes and Styles, 16 inches to 108 inches.

For Paper, Board, Cloth, Celluloid, Foil, Leather, Rubber, Cork, Etc., Etc.

Sent on request: The remarkable list of "Oswego Contracts" embracing the entire globe.

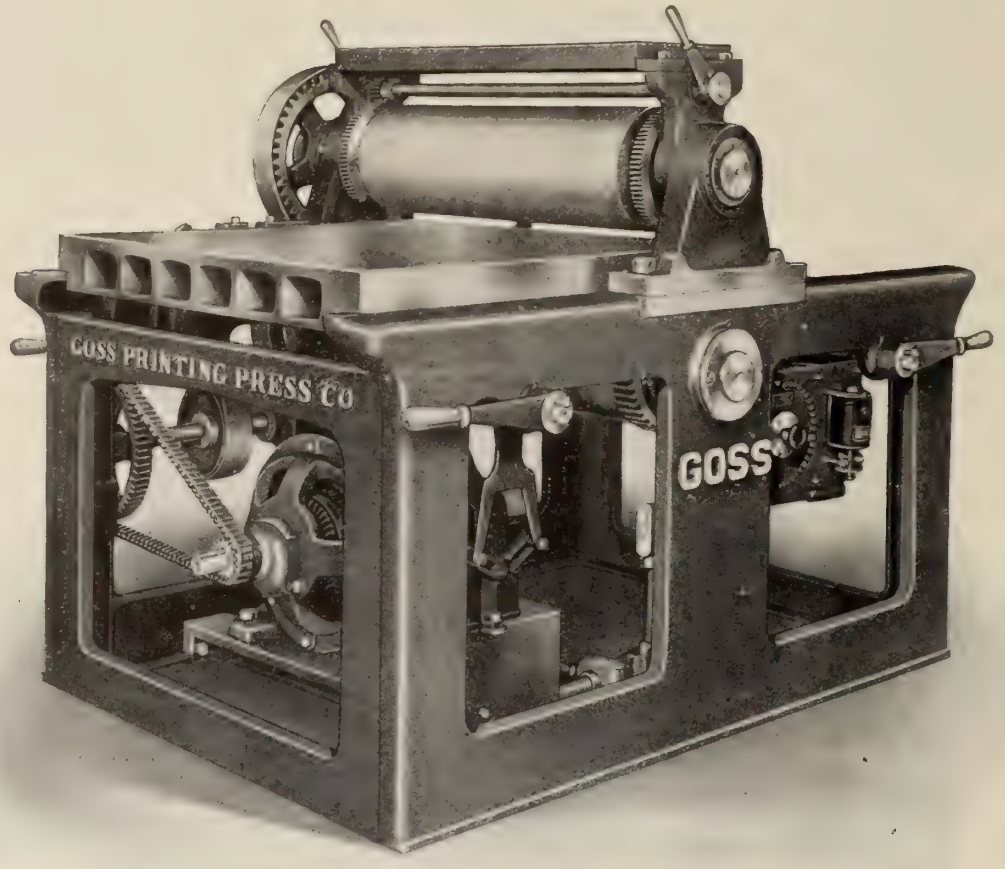


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WET OR DRY MATS?



THE GOSS

Combination Wet and Dry Matrix Rolling Machine

WILL ROLL EITHER KIND PERFECTLY

We have a Circular that tells all about it. Write for one.

The Goss Printing Press Co.

Main Office and Factory
16th Street and Ashland Avenue, Chicago, Ill.

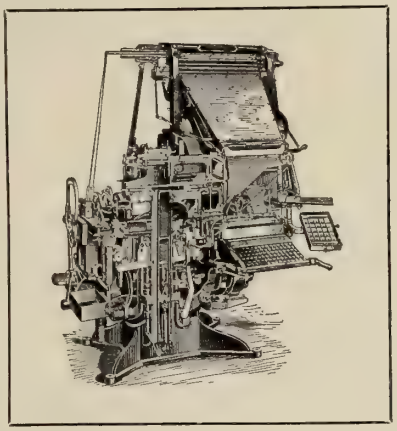
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Say you saw it in PRINTER AND PUBLISHER.

THE INTERTYPE
FAIR PLAY - FAIR PRICES - FAIR PROFITS

The Best Reason



for buying an

INTERTYPE

is because each model in its class and within its scope is the best slug casting machine on the market to-day.

Strong words — but it is on this claim that the Intertype is winning its way.

Model A
Single Magazine Machine
$2100

Model B
Two Magazine Machine
$2600

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Three Magazine Machine
$3000

Standardized and Interchangeable Models.

We Build To Serve.

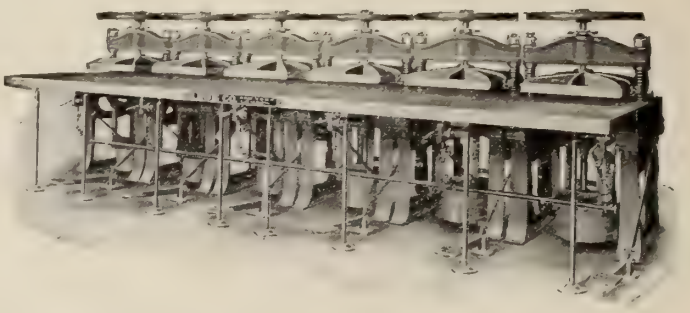
INTERTYPE CORPORATION
MILLER & RICHARD, Canadian Agents, 7 Jordan St., Toronto; 123 Princess St., Winnipeg.

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THE HALL MARK *of* QUALITY

attaches to every newspaper produced from a plant equipped with

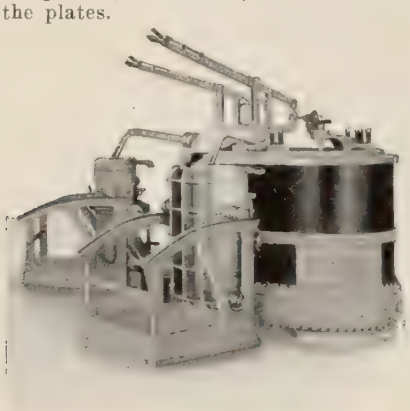
HOE IMPROVED MACHINERY



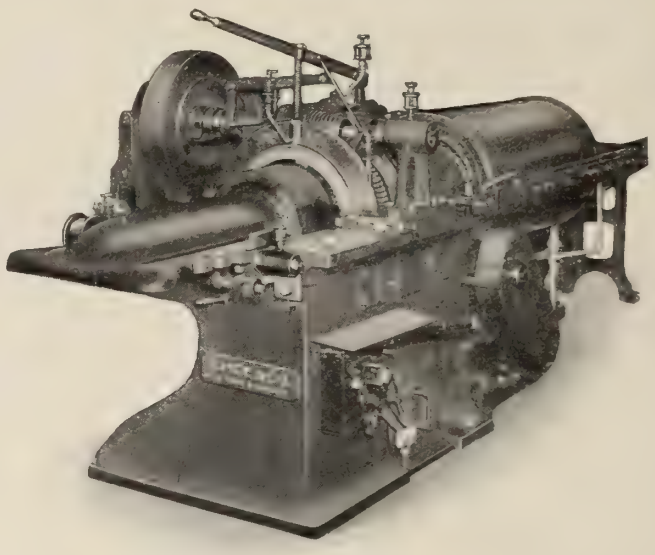
HOE PNEUMATIC MATRIX DRYING TABLES

Make the best matrices in the quickest time and in the most economical manner.

The quality of newspaper printing depends in a great measure upon the plates. Improvement means better plates, and for better plates HOE MACHINERY is essential. The newspaper half-tone is no longer of necessity a smudge—it may be an attractive picture, and usually is when HOE MACHINERY is employed in making the matrices and in casting and finishing the plates.

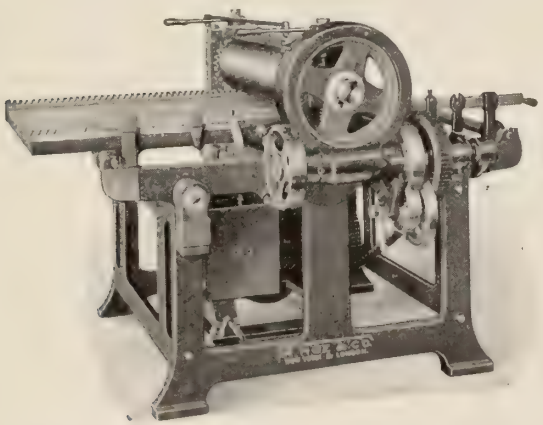


HOE DOUBLE PUMP FURNACE AND TWO HOE EQUIPOISE CURVED CASTING MOLDS



HOE AUTOMATIC PLATE-FINISHING MACHINE

Trims, tail cuts, shaves, cools and dries six plates a minute.



HOE IMPROVED MATRIX ROLLING MACHINE

The strongest and most rigid roller made. Easy to control. Gives the most powerful and uniform impression.

The simplest and most efficient equipment for making curved stereotype plates quickly, accurately and economically. 140 HOE PLATE FINISHING MACHINES are now in use in the United States and Canada.

Remarkable time is made in stereotyping departments equipped with these HOE TIME AND LABOR-SAVING MACHINES. They are IDEAL in every respect.

R. HOE AND CO., 504-520 Grand Street NEW YORK, N.Y.

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544-546 So. Clark Street, CHICAGO, ILL.
120 St. James Street, MONTREAL, CAN.
109-112 Borough Road, LONDON, S.E., ENGLAND

Buntin Gillies & Co. Limited

B & G & C

Semi-Annual Price List

Number 32
Issued August, 1916

It is the latest bulletin of Canadian prices of Printers' Supplies. If you did not receive a copy, write for one.

PREPARE FOR

Fall Fairs

by purchasing a stock of the following:

Railroad Ticket Board

Blue	Cardinal	Cherry
Green	Orange Red	Yellow

22 x 28, 4-ply—$5.50 per 100 sheets
6-ply— 6.50 " " "
8-ply— 7.50 " " "

Colored Poster Paper

8¼c. per lb.

Pink Yellow

8¾c. per lb.

Blue Rose Green Orange

24½ x 36½—35-lb. lapped
24½ x 36½—28-lb. folded
—35-lb. "
27 x 41 —38-lb. "

USE SYIC-TITE, THE UNEXCELLED POWDER PASTE.

B & G & C Hamilton and Montreal.

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DO you find your printed matter falls short in securing results?

Use illustrations with your next printing order, your customer will be delighted, and so will you, especially if you use Reliance Plates. They're made right, that's why they cost you less money in your press-room. Mail us your copy, and watch your time sheets.

The Reliance Engraving Co.
143 University Avenue
TORONTO



Printing Inks
Printers Rollers
Padding Gum
Varnishes and Dryers

MAIL YOUR ORDER

Canada Printing Ink Co., Limited
15 DUNCAN STREET TORONTO, ONTARIO



We have a new catalog here for you

Each of the catalogs pictured below contain many pages of vital matter—each interesting and instructive to any printer interested in greater job plant efficiency. A brief description is given below and we want your request for your catalogs according to your needs. No charge. No obligation.

CATALOG OF GOLDING JOBBERS
This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, rigidity and durability, unexcelled ink distribution—a press capable of raising the standard of his printed product—decreasing the percentage of cost and increasing the net profits.

CATALOG OF PEARL PRESSES
This is for the man interested in a small, fast press for small work—for the rapid production of envelopes, tags, statements, bill heads, note heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

CATALOG OF GOLDING CUTTING MACHINES
This is for the printer interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes, 8 inch up to 42 inch, and adaptable for cutting or trimming of paper, cardboard, leather, cloth, veneer—all stocks from tissue to tin.

CATALOG OF PRINTERS' MACHINERY AND TOOLS
This is for the printer who is interested in a general sense and whose requirements are varied.

CATALOG OF TOOLS AND SUPPLIES
Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Type High Gages, Etc.

CATALOG OF GOLDING HOT EMBOSSER
This catalog shows our electrically heated attachment facilitating hot embossing on any job press—producing the deepest and most difficult kind of embossing jobs with only a little more than an ordinary printing impression—and introducing the fact that more heat and less impression is the correct theory for best results in embossing effects.

GOLDING MFG. CO., Franklin, Mass.

CAXTON BOND
TEMPLE BOND

A large consignment just received

17 x 22	-	16, 20 and 24 lb.
22 x 34	- -	32 and 40 lb.
17 x 28	- -	20 and 24 lb.
19 x 24	- -	20 and 24 lb.

TEMPLE BOND also carried in 28 lb., 17 x 28 and 19 x 24.

On account of the state of the paper market, it is advisable to place orders as soon as possible.

BROWN BROS., LIMITED

WHOLESALE PAPER DEALERS

SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

Goes Corporation Record

also

Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·

THOUSANDS of printers have saved thousands of dollars by using the *Printers' Insurance Protective Inventory System*. Without it you lack full knowledge of your business condition. With it you will save dollars. Now is the time to start using it. Made to fit the smallest and the largest printing office and bindery.

Miller & Richard

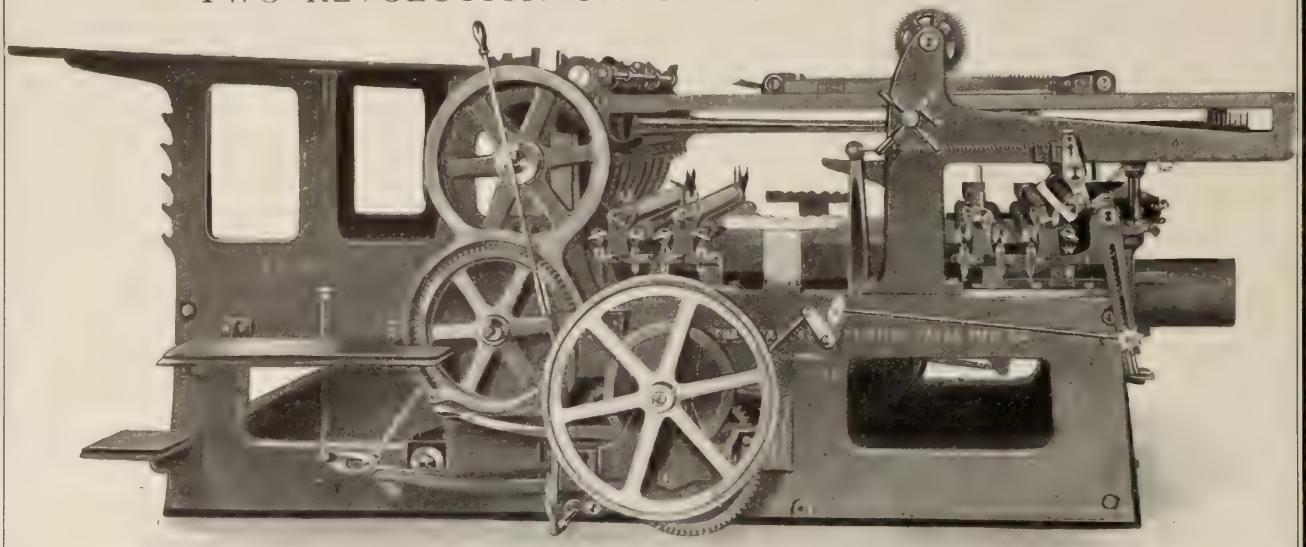
Canadian Distributors

7 JORDAN ST. - TORONTO

A BARGAIN.—WE OFFER FOR QUICK SALE A

BABCOCK "OPTIMUS"

TWO REVOLUTION CYLINDER PRINTING PRESS



No. 1 Style. Bed Size: 36x53 inches, with 4 Form and 4 Distributing Rollers. Serial No. 3311.

Has had very little use, and is in first-class condition. Guaranteed. Can be inspected in working order. Must be sold quickly, to make room for another Machine.

THE J. L. MORRISON CO., 445-447 King St. West, TORONTO

Wilson-Munroe Co., LIMITED
TORONTO

WE HAVE ON HAND LARGE STOCKS OF

"ROLLAND" MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD	White, Azure and Buff
CANADIAN LINEN BOND	White
ROLLAND PARCHMENT	White
EARNSCLIFFE BOND AND LEDGER	White and Azure
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

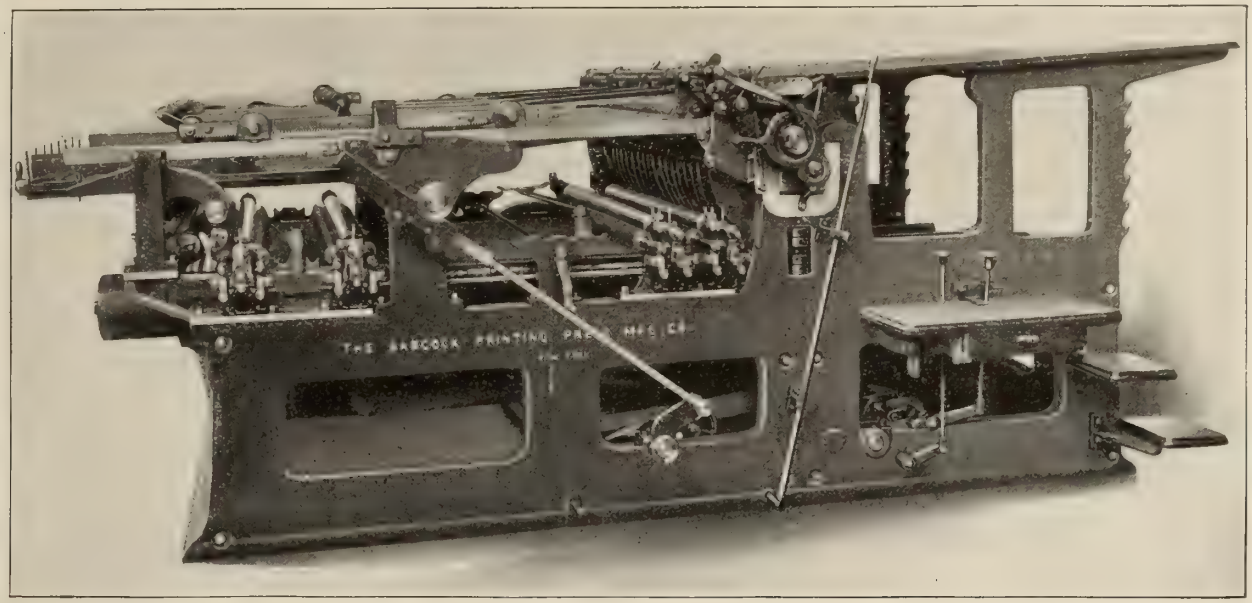
ENVELOPES TO MATCH.

We devote a whole flat in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS

PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

All Babcock "Optimus" Composition Rollers are interchangeable — form rollers, table rollers, duct rollers—all exactly alike. Rollers which are unsuitable for the form can be used as distributors.

THIS MEANS ROLLER ECONOMY

Every printer should see how easily and quickly one man can remove or replace the rollers.

THIS MEANS TIME ECONOMY

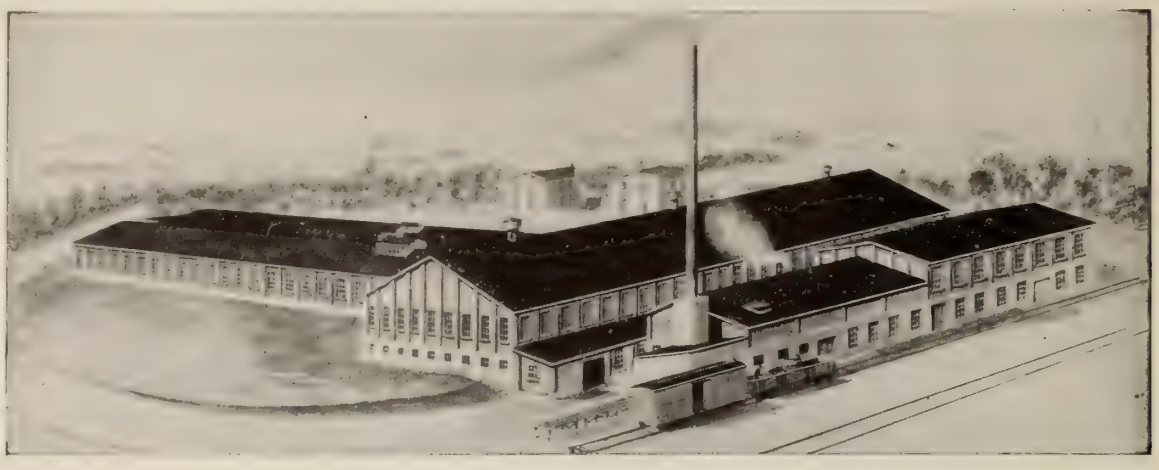
Our Patented Roller Adjusting Mechanism is marvellously simple. The vertical adjustment is effected by means of a self-locking thumb-screw, a variation in height of one thickness of paper being instantly obtainable and automatically locked. No excuse for melting rollers. THIS MEANS ECONOMY in both Time and Rollers. See the machine at work. Watch the

"OPTIMUS" DISTRIBUTION

and you will agree that

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record **Canadian Linen Bond**
Earnscliffe Linen Bond **Empire Linen Bond**
Standard Pure Linen **Crown Linen**
Colonial Bond **Mount Royal Bond**
Canada **Donnacona**
Rolland Parchment **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices: 142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.

Say you saw it in PRINTER AND PUBLISHER

Publishers Visiting Detroit

will soon be able to inspect the Scott Multi Unit Triple Octuple Newspaper Printing and Folding Machines at the plant of the DETROIT NEWS AND TRIBUNE.

The Scott Multi Unit Press

is the ideal press for any newspaper, especially in Canada, where expansion is desired. You can start with a Quadruple Press consisting of two four-page wide units, and add to it at any time, converting the press into a Sextuple or Octuple machine without stopping the machine for a day or missing an edition. It is the one press that lasts a lifetime and we can prove it to you.

When You Visit New York

you and your associates are cordially invited to make your headquarters at our office, 1457 Broadway, at 42nd Street, and our representatives are at your service at all times.

WALTER SCOTT & COMPANY

New York Office
1457 BROADWAY

DAVID J. SCOTT, General Manager

Chicago Office
MONADNOCK BLOCK

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK. CODES USED: ABC (5th EDITION) AND OUR OWN

Covers for Catalogs

OF course you consider both the character and price of the stock you are to use. You purchase a paper that measures up to the needs of the catalog to be made.

If a catalog is to receive hard wear—if its contents are valuable and should be preserved for frequent reference—there is no stock more suitable than

SULTAN COVERS

Sultan is an all rope stock, almost as hard to tear as a piece of cloth. But beauty has not been sacrificed to strength.

Sultan covers are made in twelve oriental shades—so attractive that little printing is necessary to give them maximum impressiveness.

Regularly carried in 20 x 25-60 and 20 x 25-100 called Rhinos.

Samples on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

WANTED

Type Founders' *and* Printers' Supply Agents

A responsible person, or persons, desiring to enter the printers' supply field in a city available for the sale of type and printers' supplies, and who can guarantee financial responsibility, apply in confidence to H. ALFRED HANSEN, *Manager*, THE H. C. HANSEN TYPE FOUNDRY 190-192 Congress Street, Boston

Established 1872

THE H. C. Hansen Type Foundry not only manufactures their own Type, Brass Rule, Leads, Slugs, Metal Furniture, Metal Quotations, Mitering Machines, Lead and Rule Cutters, Rotary Perforating Machines, and numerous other supplies, but they also design and make on their premises the wood patterns for the special type founders' machinery which is manufactured in their most complete machine shop, and includes not only type casting machines, but special lead and slug machinery, brass rule tools, and various machines for accurate production of type foundry products.

This, therefore, puts us in a position to furnish machinery for a manufacturing plant, and if a confidential inquiry, giving financial backing satisfactory for the purchase of parts for a manufacturing plant, is received, attention will be given to those interested.

Have already manufactured about one hundred thousand type characters and approximately eight hundred brass rule designs.

This design is a TRADE MARK guarantee of quality.

BURMESE BOND

"A practical business Bond for pen, or typewriter."

SNAPPY
DURABLE
CLEAN WHITE

MADE IN CANADA

LARGE STOCK of all regular sizes and weights at Montreal and Toronto. The same good quality.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

COST vs. EFFICIENCY

The everlasting struggle which is going on in your plant. If efficiency wins cost goes down and profits go up.

I can show you how to become more efficient and increase your profits.

Will you give me the chance? You will be the gainer.

DANIEL BAKER
CONSULTING PRINTER
Room 610
Confederation Life Bldg. TORONTO, ONT.

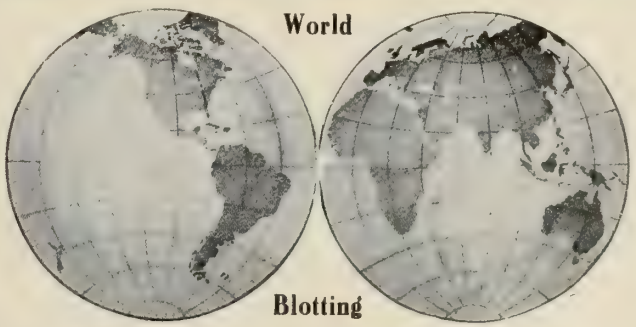
Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfec ly flat—No waste

7 Bridewell Place

Cables: Noncurling LONDON, ENG. Code: A.B.C. 5th



Unquestionably the best

The superior absorbency and durability of "World" Blotting has made it the unmistakable favorite blotting during the past thirty years.

"World" Blotting is made entirely from selected cotton rags—there is no filler whatever used in its manufacture.

We also manufacture cheaper grades which are the best obtainable values at the prices charged. "Albemarle Half-Tone" and "Albemarle Enameled" Blottings are splendid for printing and lithographing.

ASK FOR SAMPLES.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Say you saw it in PRINTER AND PUBLISHER.

THE DOOR OPENED TO PRINTERS

No More Monopoly — Share in the Profits

COUNTER SALES BOOKS AND SUPPLIES

Duplicating Check Books
Carbon Leaf and
Carbon Back
All Sizes and Kinds

INDEPENDENT BRAND TRADE MARK COUNTER SALES BOOKS

Quality the Best
Prices the Lowest
Mutual Service
and Selling Plan

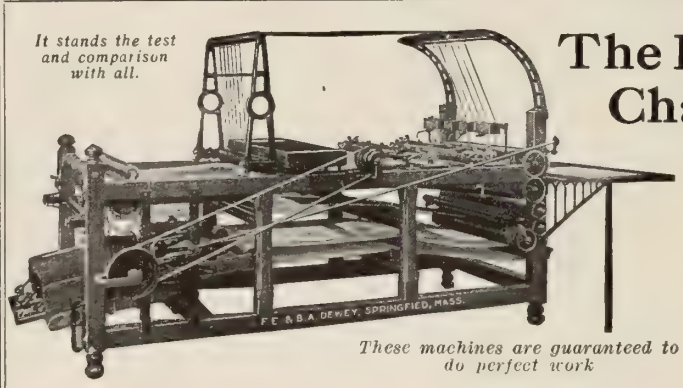
THE OPPORTUNITY OPEN AND THE WAY MADE CLEAR

JUST WRITE US TO TELL YOU HOW TO SECURE THE BUSINESS IN YOUR TERRITORY

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE TORONTO, ONT.

MENTION PRINTER AND PUBLISHER

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard, H. J. Logan and others.

Brass Rule Made to Order — *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER AND PUBLISHER.

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

[MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS]

Vol. XXV. TORONTO, SEPTEMBER, 1916 No. 9

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The MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *General Managing Editor*

ESTABLISHED 1887.

PRINTER & PUBLISHER

Published on the First Wednesday of Each Month.

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R. H. ECCLESTONE, *Eastern Manager* E. E. ADAMS, *Associate Editor*

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Cable Address: Macpubco, Toronto; Atabek, London, Eng.

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CANADA—Montreal, Que., 701-702 Eastern Townships Bank Building; Toronto, Ont., 143-153 University Avenue, Telephone Main 7324; Winnipeg, Man., 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, T. F. Blissert, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 105 West Monroe St., Rooms 1104-7 Fort Dearborn Bldg., Chicago, Telephone Randolph 3234.

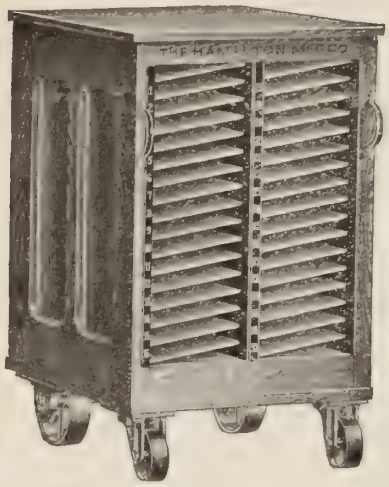
Cleveland, R. S. Langrill, 3112 Euclid Ave., Cleveland, Ohio. Phone Prospect 1026R.

PUBLICATIONS:

Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

September is the Time

—before the big fall rush—to take a survey of your Composing Room; to check it up and find its shortcomings and thus increase your efficiency in that department with consequent added profit during the busy months following.



Rolling Galley Cabinet
Wood Construction

Our Efficiency Engineers can tell you where your plant needs rearranging and how to do it. They will bring to your problems experience gained in hundreds of plants where they have already made improvements.

This service costs you nothing. You merely pay for such equipment as you decide to buy. You are under no obligation to buy anything. If you do buy, it will be with the knowledge on your part that it is equipment which will save enough to pay its way in a very short time.

Sounds too good to be true! Why not let us put our time up against yours and prove it? Write now before our engineers are too busy to give early attention.



Rolling Galley Cabinet No. 664
Steel Construction. Capacity 32 Double Column Galleys.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St. / Montreal, 345 Craig St. W. / Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Richard — Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd. corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada
MEMBER OF THE A. B. C.

A Space-Buyer on Objectionable Advertising

Morals *vs* Money—Discounting the Value of Advertising—Putting It Up to the Publishers — A Rod in Pickle for Publishers Who Offend

By B. H. BRAMBLE

DURING the past twelve months there is no subject in which national advertisers* have shown greater interest than that of the elimination of objectionable advertising from Canadian publications.

In one respect objectionable advertising is like the word "proverb": it is hard to define. There is room for some difference of opinion when certain specific pieces of copy are under discussion. But this feature does not seem to be the major obstacle in the way of the elimination of that type of advertising which is objectionable to most honest advertisers. The writer has received correspondence from publishers all over the Dominion on this subject. When attention was drawn to certain offensive advertisements, in no case did the publisher attempt to refute the claim that they were objectionable. In other words an alleged belief in the inoffensiveness of an objectionable advertisement never seems to be included in the publisher's reasons for accepting it.



B. H. BRAMBLE.

Author of the accompanying article on a live theme. Mr. Bramble is Chairman, Standards of Advertising Committee, Association of Canadian Advertisers. In business he is the advertising manager of the Goodyear Tire & Rubber Company of Canada, and in this capacity a large space buyer in Canadian newspapers.

Granting that both publisher and advertiser agree in classifying a specific piece of copy as "objectionable," one might be excused for expressing surprise that the publisher would permit that advertisement to appear in his paper.

If the publisher admits (or at any rate does not deny) that an advertisement is objectionable; that it is deliberately designed to deceive or defraud the readers of his publication; one may ask, "why does the publisher print that advertisement?"

THE PUBLISHER NEEDS THE MONEY

Perhaps the answer to this question should be handled delicately. Perhaps diplomatic, ambiguous phrases should be substituted for blunt, unmistakable English; for an endeavor to state the plain answer to this question will undoubtedly arouse a storm of protest.

Be that as it may, only one answer is apparent among all the correspondence in the writer's possession: *the publisher needs the money.*

If this *is* the correct and only answer, it should be carefully considered. Men steal because they need the money. The crooked real-estate operator represents under-water swamps as desirable building lots because he needs the money. The blue-sky salesman unloads worthless shares on a gullible public because he needs the money. The bogus medical institute treats cancer by mail (sending the victim useless pills at $5 a box) because it needs the money. Robbers, real-estate crooks, gold brick merchants and patent medicine fakers, are all dishonest primarily because they need the money.

LESSENING BELIEF IN ADVERTISING

Respected members of the Fourth Estate will resent being classed—even by inference—with such undesirable citizens. Yet how many newspaper publishers in Canada are refusing to aid such parasites as the foregoing? When the advertising of "Nature's Creation Consumption Cure" was offered to them, how many publishers in Canada refused to insert it—even after this patent medicine company had been prosecuted in the courts and convicted of fraud?

Altogether apart from the merits of this particular remedy(?) the public, through the news colums of Canadian papers, had learned that the Nature's Creation Company had been convicted of fraud.

Is it any wonder, then, that faith in the printed word was lessened when advertisements of this company reappeared a short while after in some of our *largest and most reputable newspapers?* Is it any wonder, too, that under such conditions national advertisers have considered what

**In this connection, it may be stated that in many localities retail advertisers also have taken means to express their disapproval of certain offensive copy. It would not be greatly exaggerating the case if one said that a large majority of all honest advertisers are interested in this subject.*

action *they* should take to prevent this abuse of whatever confidence the public still retains in advertising?

It is no child's play to make advertising pay—particularly when the copy is scrupulously truthful and free from exaggerated or misleading statements. Men who know the subject from experience, assert that the problem is a particularly difficult one in Canada—where the absence of a general magazine of large national circulation compels the national advertiser to use daily newspapers as the backbone of his campaign.

That most publishers fail to realize this fact is probably due to lack of experience.

PUBLISHERS FAVOR DIRECT ADVERTISING—FOR THEMSELVES

With the possible exception of the advertising agencies, it is doubtful if any other class of business enterprise in Canada does less newspaper advertising than do newspaper publishers. If publishers were each spending annually from $5,000 to $50,000 on newspaper advertising the subject under consideration would not be the live issue it is. . What little advertising the average newspaper publisher indulges in, is usually of the direct-by-mail character—which has one great advantage over newspaper advertising, *i.e.*, the advertiser's message is not accompanied by the announcements of people who are pining to give away a $5 article for 50c., or who plead to be permitted to send something "free to you, my sister."

It is conceivable that direct-by-mail advertising would be far less popular (and decidedly less profitable) if one were compelled to enclose some fake patent medicine leaflet or other fraudulent announcement along with one's own carefully prepared and printed folder.

A MATTER OF COLD-BLOODED BUSINESS

Considering national advertisers, or at any rate those represented by the Association of Canadian Advertisers, it may unhesitatingly be said that they are not anxious to assume the duties of a morality society. The national advertiser is vitally interested in the matter of the elimination of objectionable advertising because it *seriously affects his business through rendering his own advertising less effective.* That an effort to eliminate fake and fraudulent advertising is also a service in the best interests of the whole community, is merely incidental—a happy coincidence.

Primarily national advertisers have become interested in this problem as a matter of cold-blooded business—they are being *forced* to consider it because they are finding that the achievement of the same result demands a greater advertising effort than it did formerly—and the gradual but persistent destruction of the reader's confidence in advertising is largely responsible for this alarming condition. It is to be regretted that a majority of the publishers of Canada (who, in the long run, have the most to lose) should permit their publications to be the instruments through which the dishonest advertiser is destroying the confidence of the public in newspaper advertising.

DO PUBLISHERS NEED THE MONEY?

It is not the advertiser's function to instruct the publisher how he should conduct his business; but the advertiser can and does decide whether he needs that which each individual publisher offers for sale. Most honest advertisers are good business men. They realize that the publisher's revenue must exceed his gross cost of production. But whether the revenue lost through the elimination of objectionable advertising shall be made up by increased rates to other advertisers, by increasing the circulation rates or by some other method, is essentially the publisher's problem.

THE PUNISHMENT THAT MAY FOLLOW

One thing, however, seems certain: In his own self-defence the national advertiser will eventually be compelled to cease investing his hard earned profits in advertising space in those newspapers which persist in accepting objectionable advertisements. If sufficient "clean" newspapers are not at his disposal, he will be compelled to find some other medium in which to spend the balance of his appropriation.

Some will take exception to this conclusion, but the writer will be surprised if among them is any man whose experience includes the handling of a national advertising appropriation in Canada in recent years.

The Rod is Already Falling

THE foregoing article by the advertising manager of the Goodyear Tire and Rubber Company of Canada, and chairman of the Advertising Standards Committee of the Association of Canadian Advertisers, cannot be passed over by the publishers of Canada as being a "bark without a bite."

In the United States the movement to "clean up" advertising is more clearly defined and farther advanced than it it is in Canada. Some champions of clean newspapers are animated by high principles; others regard the matter from the angle of "cold-blooded business." They say that objectionable advertising diminishes the value of their advertising in the same medium; and that to get desired effects and results, they are required to spend more money than they otherwise would have to spend.

A CASE IN POINT

Following is some pertinent correspondence between W. H. Ingersoll, of Robert H. Ingersoll & Bro., makers of Ingersoll watches, and James Schermerhorn, of the Detroit *Times*.

New York, March 23, 1916.

Detroit *Times*, Mr. James Schermerhorn,
Detroit, Mich.

Dear Mr. Schermerhorn,—For the first time in our business experience we are beginning to use some newspapers in perhaps thirty of the leading cities in this country. It isn't going to be a large campaign nor an important one, but in so far as it is capable of exercising any influence on the advertising situation in the country, we have been desirous of having it a good influence. To this end I looked over the list of newspapers as carefully as I could. I do not profess to understand the newspaper situation in this country, but I happened to remember when I came to Detroit, that you are there and that you are standing for clean advertising, and when I found that our agent had put the ——— on the list, I asked what was the matter with the *Times*. I am enclosing herewith a copy of the memorandum which they have sent me in reply.

Progress seems to be slow and bewildering in this world because when we came to call for sample copies of all the newspapers that we had under consideration, in order that we might examine their advertising columns and see what sort of copy they carried, it simmered down quite largely to a matter of finding that the strong advertising newspapers in nearly all of the cities seem to carry at least a modicum of advertising that superficially appears objectionable and, to quite an extent I am discouraged to find that the papers that are clean newspapers, in a good many cities, have adopted this policy purely as a business policy, apparently, and as a cloak to the fact that they have no other claims upon advertising patronage. That is, they are weak in one respect and another, commercially, and they seem to take the policy of cleanliness as a bait to get business that would not come to them on general merit.

The whole thing is so complicated and difficult that I confess to a good deal of confusion. I don't want to start on a campaign that is going to fail because the mediums are not strong and, on the other hand, we don't want to go out in a newspaper campaign that is seemingly going to overlook the papers that stand for decency, and give our

patronage to those that have objectionable business; and still a third alternative that we do not want to face is that of being deprived of access to the public through newspapers, if we find a situation calling for their columns.

All of this I have written you not because it is an important thing for any paper to get the little bit of business that we are going to give, but I wanted your own frank statement of what you think an advertiser ought to do when he finds himself in a situation like this one.

We can't go into the newspapers successfully, apparently, without using those that have objectionable copy. We have need for some newspaper advertising. What are we going to do?

I wish to say that what I have said concerning some of the newspapers which adopt honesty merely as a policy, I know is not true in your case; but, on the other hand, according to the information given on the enclosed memorandum, we could not use one newspaper, and have it the *Times*, and expect to cover your territory well to meet our purposes.

With kind regards, I am

Very truly yours,

W. H. INGERSOLL.

Mr. Schermerhorn replied as follows:

Detroit, March 28, 1916.

Robert H. Ingersoll & Bro.,
New York City, N.Y.

Dear Mr. Ingersoll,—The question submitted by your frank letter of the 23rd, formulated in the light of the accompanying circulation data compiled from the reports of the Audit Bureau of Circulations by your advertising agent, reduces to this:

Why should a reputable advertiser pay .002 per line per thousand for a clean newspaper of inadequate circulation when he can get an unclean newspaper of nearly three times the circulation for .00137 per line per thousand?

I feel sure your perplexity would have been relieved not a little if your agent had been more than an adding machine in this matter. He uses a test of circulation values as droll as Washington Irving's Dutch burgomaster employed in adjusting disputes over trade balances. The Dutchman weighed the ledgers of the litigants. I can understand the disinclination of agents to consider the ethical aspect of the case; with reference to the interests of the principal they take the view of the commission merchant who was entreated by his associate to hit the trail with him at the revival meeting. "You forget," he said, "that one of us has got to weigh the wool."

As you have the courage and consistency to apply the principles you have always advocated to this process of "weighing the wool," let me summarize a portion of the *Times*' circulation report to the A.B.C. that your agent did not lay before you, to wit: That the *Times* in the fifteen years of its upbuilding has attracted a constituency of substantial home readers by advertising and editorial integrity, and that its circulation (practically all of which is in the home and is enrolled by name on our books) represents people who take the paper as a matter of definite preference and principle; and that, inevitably, their confidence and loyalty extend to our guaranteed advertising columns.

Taking into account what it costs the *Times* (in a form of rejected business) to produce a higher grade of service, the disparity in cost per line per thousand disappears; and when you reflect that in the three-to-one comparison, two out of the three are lost to the advertiser because they read the uncensored paper of large street and newsstand sale superficially and skeptically, you will revise your judgment that the paper of larger circulation is more effective for covering the field than the *Times*. Moreover your copy gets better treatment in the matter of position and outstanding display than it can receive in the pages of unclean prints burdened with advertisements that are both inky and iniquitous.

As a matter of fact and experience, there is just as much difference between the clean newspaper and the one that accepts anything that is paid for as there is between the hand-bill or gutter-snipe and the regularly issued publication.

The *Dry Goods Economist*, pre-eminently the merchants' paper in the United States, puts this searching question to its readers under the caption, "Your Ad's Efficiency":—

"Do you permit it to be impaired by the fakey ads which newspaper publishers too often place close to your publicity? Do you really like to see your name and reputation put on a level with those of concerns which live by deceiving the public?"

Edward A. Filene, Boston's greatest merchant, rebukes the sneer that this is only the idealistic twitter of impracticables, when he declares:

"Then the drawing power of advertising is affetced by the character of the other advertising in the same paper. If an ad, no matter how untruthful, is seen alongside a lot of mining stock ads, or gamblers' ads, it is discredited by its company. This is an unconscious process in the reader's mind; but it is a very real process."

"And finally, the drawing power of an ad depends very greatly upon the general confidence which the public has in the paper."

There are some advertisements that suffer no diminution of pulling power in an unclean medium, for they have no reputation to lose. There are others of such proven trustworthiness that have been in newspapers so long and consecutively that they have survived the corrupting influence of evil associates. But the Ingersoll watch—outgrowth of conscience, skill and character in the manufacturing field—will be a newcomer in the daily newspaper and, therefore, will be exposed to suspicion and misjudgment if it is found consorting with palpable fakes and rank overstatements in the business sections of the press.

While the Ingersoll spirit of public service and the Ingersoll passion for progress have been perfecting a dependable utility, which they have never felt like entrusting to the unethical columns of an unexpurgated press, the *Times* has been developing a medium of publicity in Detroit that provides both in character and influence an effective and convincing means of getting your message before the discerning type of people that you find it advantageous to appeal to in the interest of your prideful, trade-marked product.

Therefore, I believe the appropriation set apart for Detroit can be invested in the *Times* with full assurance that it will serve your purpose as gratifying in practical results as it could in any other medium, at the same time leave you the fine reflection of having added practice to preachment in fulfilment of your long espousal of clean and truthful advertising.

When all advocates of truth in advertising evince sufficient zeal for the cause to buy that kind when they go to market, the battle will be won; and they will get their reward, practically and positively through the enlarged acceptance and fruitfulness of all legitimate advertising.

Bellicose newspapers that clamor for bloodshed can pull off a fair-sized battle in their own sectors any time they care to challenge the sway of Mammon in their advertising departments. It will mean the loss of column after column, the reduction of rations and other salient set-backs, but if they yearn for carnage they will find this warfare-at-home well worth while; and they will really be battling for human rights—the right of the advertiser and reader to separate themselves from the society of charlatans and thimble-riggers.

Isn't it worth the investment, both of your appropriation and your influence, to thus join the other far-seeing proponents of advertising good faith—Frailey of Campbell's Soups, DeWeese of Natural Food, Dobbs of Cocoa Cola, LaFetra of Royal Baking Powder, Brown of Victor Talking Machines, Alvord of H. O., Erskine of Douglas Shoe, King of the Goodyear Tire, Mears of the Winton, Murphy of the Chalmers, Ericsson of the Rock Island, Roberts of the Chicago, Milwaukee & St. Paul, Morton of Nemo Corset, Bond of White House Coffee, Achenbach of Heinz' Pickles, McLaughlin of Baker's Chocolate, Perkins of Resinol, and many other national advertisers who are standing splendidly by their colors in the *Times*' untainted columns?

Very sincerely yours,

JAMES SCHERMERHORN.

The receipt of the following order for the insertion of the first advertisement of the series for the Ingersoll watch indicates that this prosperous company believes its best interests lie in the advancement of clean and dependable advertising as an ADVERTISER as well as an ADVOCATE:

New York, April 10, 1916.

To Publisher of the *Times*,
Detroit, Mich.

Insert the advertisement of Robert H. Ingersoll & Bro., to occupy 840 lines in issue of April 12th (or 13th), and charge to the account of Cheltenham Advertising Agency, Inc.

Fake advertising largely destroys the value of the space used by legitimate manufacturers. It is our policy to favor those newspapers which hold the highest advertising standards.

CHELTENHAM ADV. AGENCY, INC.

* * * *

This correspondence is as handwriting on the wall. Mr. Bramble speaks not only for and by himself, but as voicing the views and attitude of the three score or more members of the Association of Canadian Advertisers. His contribution to PRINTER AND PUBLISHER is deserving, therefore, of the concerned attention of all Canadian publishers who may be offenders in the matter of publishing advertising not strictly in accord with the formulated statement on the subject of objectionable advertising as found in the Standards of Practice adopted by the Canadian Press Association.

Business *vs* Booze

IT IS quite possible under the Liquor Act for the breweries and distillers to ship their liquor to some jobber outside the province and have the jobber ship it to customers in the province again. This is not only possible, but it is doubtless being done every day. The weakness of the Act lies in the fact that the provincial government cannot stop the importation of liquor from wholesale houses outside the province. Although this importation is legally right it is morally wrong, as it undermines the purpose of this legislation, and any agency which helps the importation of booze is in the wrong business. For this reason the *Independent* has decided to refuse any advertising from outside concerns in reference to shipping whiskey or beer into this district. We believe we can run the newspaper business without mixing up in doubtful advertising of that kind. We have no doubt whatever, but that we could buy a Dodge car and hire a chauffeur with the proceeds of this advertising, so that we hasten to get this paragraph into print before changing our minds about it. In future, those who wish to buy booze, that is, intoxicating liquor, will not get any information through these columns, and will have to depend absolutely on the circulars coming through His Majesty's mails.—Editorial in *The Stettler* (Alta.), *Independent*.

C. A. Abraham Resigns from Winnipeg Telegram

CHAS. A. ABRAHAM, for some years president and business manager of the Winnipeg *Daily Telegram*, retired Sept. 1. He is one of the best known newspaper men in Canada with a large circle of acquaintances in the States. Mr. Abraham was publisher of several small dailies in Ontario and finally advertising manager of the Toronto *Daily Star*. He went to the *Telegram* ten years ago and during his connections the advertising earnings have shown an increase of 280 per cent. He was for two years president of the Winnipeg Advertising Club, treasurer of the Western Associated Press, and for two years a member of the advertising committee of the Canadian Press Association.

M. E. Nichols, now managing director of the Montreal *Mail and News*, who was president and managing editor of the *Telegram*, prior to 1913, referred recently to Mr. Abraham as "one of the most efficient advertising managers in the Canadian newspaper business. The great expansion in the *Telegram's* earnings I attribute largely to Mr. Abraham's energy and initiative. Moreover, he is a highly capable, all round man in the business office with a broad grasp of the fundamentals of newspaper enterprise."

Mr. Abraham has no definite plans for the future but will take a couple of months well earned vacation.

A Survivor of Death Alley

By P. O. WELL.

BACK in 1885 the average age at death of union printers was less than 35 years. The unsanitary gas-lighted composing rooms of the daily papers exacted the terrible toll of life. One famous alley of working compositors located in a reconstructed church furnished five victims of the white plague in two years. It earned the name of "Death Alley," and well it deserved it. This alley was not the only one in North American print shops that was famous. But it will suffice.

A survivor is privileged to examine the records Secretary-Treasurer Hays submitted to the I.T.U. convention in Baltimore a few weeks ago. In 1892 this organization established a mortuary benefit. The reports furnish valuable statistics for the past 16 years. Out of the 60,231 members for the statistical year 1916, 755 members died, of which the white plague was responsible for 117. Pneumonia, the terrible and swift, claimed 73. The average age at death was 51.73. Not far short of 52 years. The average deaths was 12.5 per thousand for 1916; 11.7 for 1915; 12.18 for 1914.

Parents and proprietors of printing offices should turn these figures over. From being the most unhealthy of trades, the compositors' calling is now the very healthiest. The sanitary composing room has made for the great conservation of life. In addition to this demand, the printers maintain a home for the afflicted and aged at Colorado Springs. The standards established for the cure of the white plague at this home are used by the United States Government.

The average earning of the union printer of North America for the year 1916 was $1,041.18; in 1915, $1,026.51. And these figures include the sick, the out-of-works and the won't-works The average is the highest of any calling in North America.

Smaller Newspapers and Ads are Desirable

A Reaction Setting in in Regard to the Size of Newspapers—Large-space Advertisements Not So Necessary Now as Formerly—The High Cost of Carrying Advertising—The Public Has Less Reading Time Nowadays—Higher Advertising Rates for Smaller Papers—Newspapers of To-morrow

THE public is beginning to protest against the excessive number of pages of many daily newspapers—this because they take too much time to read and scan; besides which they are troublesome to handle. Publishers likewise are desirous of reducing the size of their newspapers—this to reduce white paper bills and printing costs. The villain is the advertiser, individually and collectively; he insists on large-sized spaces for his advertising. The space he uses determines the amount of reading matter; and the two divisions — news columns and advertising columns—taken together frequently make a newspaper multi-paged.

From the publishers' point of view the many-paged newspaper at this particular time of paper shortage is nothing short of a calamity. Indeed, in not a few cities in Canada, the United States, Great Britain, and other countries, stern necessity has compelled publishers to reduce the size of their newspapers.

THE PUBLISHERS STARTED IT

At one stage it was doubtless the publishers themselves who were responsible for the big newspaper: they vied with one another to make their papers, particularly the Sunday issues, appealing by making them veritable magazines, with comic sections, women's sections, real estate sections, books, financial sections, music, art, and drama sections, pictorial sections, automobile sections; and they turned loose an army of solicitors to procure the advertising necessary to "carry" these sections; and advertisers responded. Now, however, these same publishers are in many cases discovering that in sowing the wind they have been reaping the whirlwind; and they are showing a disposition to cut down their newspapers, not alone for economy's sake, but because the public, the final arbiter in such matters, doesn't want these massive issues.

THE ADVERTISER HAS BEEN EDUCATED TOO WELL

The obstacle in the way of immediate reduction is the advertiser. He has been solicited too successfully. He has acquired the advertising habit. He has developed the courage to use big space—600, 1000, 1500, 2000 lines; yes, two pages or more, in a single issue! And the publisher must carry reading columns to balance up.

THE BIG ADVERTISEMENT

The big space advertisement is not so necessary to-day as formerly, for the public has learned to read advertisements voluntarily. Also the attention-capturing features of advertising are provided by better typography, better designing, better art work, better copy and better make-up. Mere size, bold type, crude and startling art work have a repellant rather than an attractive effect; and are not nowadays employed very greatly by successful advertisers. Yet the big-space advertisement continues and flourishes—in newspapers, the illustrated periodicals and the magazines.

SACRIFICING $1,000 OF ADVERTISING—FREQUENTLY

The advertising manager dearly loves these expansive advertisements, for they represent revenue in delicious chunks. And the business office may likewise rejoice, unless it has figured out carefully the extra production cost incurred by the necessity to add pages. Some years ago the London *Daily Mail*, with upwards of a million circulation, frequently "turned down" $1,000 worth of advertising on the grounds that it was not profitable to carry it—this when the page to carry this advertising could not be backed up with another $1,000 worth of advertising. That is to run an extra sheet was unprofitable unless it carried on both sides a total of upwards of $2,000. (The page rate, one insertion, of the *Daily Mail* was $1,500.)

LESS TIME FOR READING NEWSPAPERS

One thing that both publishers and advertisers are too apt to overlook is that the reading time of the average newspaper reader is lessening steadily. Therefore to provide him with more reading matter and to make larger demands on his attention are foolish.

The money-makers of the world compete fiercely for a man's income: they are more than willing to bleed him white, to milk him dry. Unitedly yet competitively they seek to "clean him out" each time he gets his pay-cheque or pay-envelope. Not his necessities alone are catered to, but also his desires in the direction of indulgences and pleasure are whetted up to give them an edge that will cut through all resistance of prudence or circumstances. Thrift is so old-fashioned a virtue that it is but rarely possessed in these speeded-up days.

The great coaxer, the great persuader, the great tempter, is advertising; and its effects are not to make men and women read more, but read less. If the bed-time hours are reduced by the work and revels of business and busyness, there is no compensating extension of the length of a day. This remains rigidly 24 hours long. A minute remains 60 seconds; an hour 60 minutes. No contrivance of man has been able to alter the duration of a second, minute or day.

WHAT IT MEANS TO PUBLISHERS AND ADVERTISERS

This has significance to publisher and to advertiser. The average individual has just so many minutes to give to the reading of his or her morning or afternoon newspaper. The larger the paper, the fewer the number of minutes given to any one page. There must be more skimping, more scanning and less reading, when the pages are many. Advertisements have the same scanty attention given them as is given the reading columns.

Perhaps this is one explanation of the larger-spaced advertisements; they have magnified size to order to catch vagrant attention, and to hold it. But if this be the chief explanation, then it is obvious that if the newspaper has fewer pages the reader will probably linger over each page a little longer, and so the advertising on it would come in for greater examination and perusal; and in such case the factor of size as an attention-securing expedient would be less necessary. Which means that a smaller-spaced advertisement would perform a service equal to the large-spaced advertisement in a larger paper.

GETTING MORE FOR AN AGATE LINE

Since the smaller-space advertisement would be as effective as the larger-space advertisement it would be worth to the advertiser just as much; that is, the publisher could exact from the advertiser a higher advertising rate. Or to express it otherwise: an agate line in the smaller paper

would be worth more than an agate line in the many-page paper; which means that a smaller paper would probably yield the same gross revenue that the larger issue did—with production costs greatly lowered.

SUMMING UP THE ARGUMENT

The argument is: The public not only wants but requires to be served with smaller daily news; smaller papers make possible, with no reduction in attention-value, smaller advertisements; a higher advertising rate can be demanded by the compressed newspaper; gross advertising revenue need not suffer by reduction in the size of the newspaper; and production costs become materially less.

A smaller newspaper—one of fewer pages—means more than a saving on paper and mechanical production; it means the gathering of less material to fill it; and this in turn means a smaller staff and smaller wage bills. It means the publication of only worth-while news and views, with resulting prestige and with a responsive appreciation on the part of the public.

WHAT THE MORROW WILL SEE

One meets with publishers and editors who aim to give all the news, with a minimum of sifting, that can be crowded into the columns of their newspapers, and of a certainty many newspapers owe their fame and sale to a pursuance of this policy. But PRINTER AND PUBLISHER inclines to the view that the strong papers of to-morrow will be papers of comparatively smaller size, and distinguished for the character, rather than the quantity, of their news and features; that quality and authority will be objectives; that immense circulations will be less striven for than they are to-day; that advertising rates will, in relation to circulation, be much higher than they are now; and that small advertisements will be desired by publishers and public rather than large-spaced advertisements.

The smaller the advertisement, the greater must be the care given to its copy, display and typographical treatment; but this is a matter to be dealt with at another time.

What PRINTER AND PUBLISHER has aimed at in this article is to give a timely subject some studious attention, and to set some minds, it may be, pondering and solving the problem of the smaller newspaper and smaller-spaced advertising.

The New York Herald One Cent

THE New York *Herald* now sells for one cent in New York City and metropolitan district. The former price was three cents.

Two immediate results of a pleasing sort followed: the circulation went up instantly and John Wanamaker doubled his advertising space unsolicited. Other advertisers responded by taking extra space.

The reduction, especially at this time of high paper prices, and when papers generally are raising prices, was an extraordinary event. Undoubtedly one factor was the reduction in July of the price of the New York *Sun*, following upon Frank Munsey's getting possession of the paper.

Much new machinery has had to be installed to take care of the increased production, including additions to the fleet of automobiles for delivery.

The *Herald* will probably shortly have to seek a new home, owing to the expiration of the lease on the ground occupied by the present *Herald* premises.

The *Herald* was started in 1835, as a one cent paper. In a few weeks it raised its price to two cents. During the Civil War the price was raised to three cents, and later to four cents. Later the price became two cents. Then three cents, at which price the *Herald* has been sold for the past twenty-nine years.

The New York *Evening Post* and the Brooklyn *Eagle* are the only remaining 3-cent papers in New York; and for its Saturday issue the *Evening Post* gets five cents.

The *Evening Post*, in an advertisement, doubtless made to synchronize with the announcement of the reduction in the price of the *Herald*, says very emphatically that it will not reduce its price or go after "girth measurement."

THE MIRACLE OF THE ONE CENT DAILY

Commenting editorially on the *Herald's* act the *Editor and Publisher* says as follows:

The New York *Herald* now sells for one cent a copy, instead of three cents. Following the lead of Mr. Munsey, who reduced the price of the Sun to one cent, Mr. Bennett aligns the *Herald* with the *Times*, the *World*, the *American*, and the *Tribune* as a daily illustration of the amazing purchasing power of our smallest coin.

Under present economic conditions the penny newspaper is possible only in our larger cities. And, as recently pointed out by Bradford Merrill, of the *American, only the penny paper is highly profitable in our greatest cities.*

In a period when Mr. Dodge, of the International Paper Company, advises publishers to increase their selling prices in order that they may meet the increased cost of news print, both the *Herald* and the *Sun* reduce those prices. In both instances a great public service has been rendered by these publishers. In both instances accepted economic laws have been flouted.

These same economic laws operate curiously when applied to the business of publishing newspapers. This distribution of the great penny dailies in New York involves a small loss on every copy. If the distribution is comparatively small, and the value of the paper as an advertising medium limited, there would be no means through which to cover the circulation loss. But with a great circulation, running into the hundreds of thousands, a newspaper becomes almost an automatic producer of great advertising revenues—and these cover the deficit in the circulation revenues and produce a profit.

It is not a matter of "taxing" the advertiser with the additional burden of paying for circulation sales made on a basis of less than the cost of production. The advertiser profits more through his use of space in a high-class newspaper having a big distribution than in one of limited circulation. And, in New York, the big distribution is possible only through the one-cent selling price.

Thus economic arguments get a serious upset, and the impossible thing becomes the only possible thing.

Increasing the Price of Papers

IT IS hard to get a line on the daily papers of North America that have increased the price to the newsdealers and subscribers. Among cities of the first-class there have been none. The smaller cities here and there have to pay a cent more for their daily papers. Most of the cities in the United States never went below 2 cents for morning papers. Staid old newspapers like the Cincinnati *Enquirer*, always sold for a nickel. From the opinion of the newspaper publishers who gathered in Washington Aug. 1, for the investigation into the increased price of news-print paper, one gathers that the publishers are between the national advertiser and the paper manufacturer. That is, if the price of daily papers is raised, circulation will fall off, and as advertising is sold on circulation basis, the advertiser would ask for a reduction in his rates. Most of the publishers were inclined to leave things as they are in the price line.

Canada's Importation of Printers' Supplies

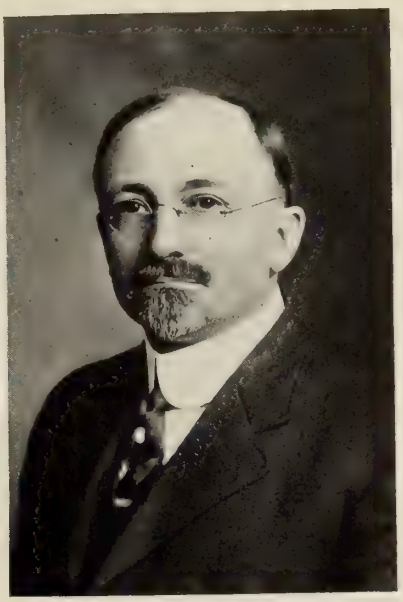
The Sharp Decline—Growing Reliance on the United States—Causes—Latest Figures Attest the Trade Revival

By W. L. EDMONDS

TWO things particularly strike one in scanning Canada's import trade in printers' supplies for the fiscal year 1916: The one is the marked character of the decrease; the other is the proportionately strong position which is occupied by the imports from the United States.

In value the imports were the smallest in a number of years. And the singular part of it is that the decreases during the fiscal year 1916 are shared in by nearly everything the printer and publisher import.

Printing machinery has particularly suffered. It is true that under the classification "printing presses and lithographic presses," which are on the dutiable list, there has been an increase of a little over three thousand as compared with 1915. But compared with two years ago there is a decrease of $237,733. In printing presses, which a few years ago were put on the free list, that is, those having a value of $1,500 or more, the decrease was even more marked; the total imports being valued at $159,186, compared with $343,018 in 1915 and $481,287 in 1914. Type-casting and type-setting machines fell off from $479,178 in 1915 and $764,894 in 1914 to $316,406. In folding, cutting and bookbinding machinery the imports were $159,294, as compared with $163,955 in 1915 and $359,279 in 1914. Under the classification of "type, quoins, slugs and chases" there was a decline of about 59½ per cent. as compared with 1914



W. L. EDMONDS,

writer of the accompaning article. Mr. Edmonds is widely known as an editor and writer on business subjects. He is a contributor to the London *Times*, several American and Canadian newspapers and class publications. In his own field as business journalist he is rendering Canada a service of very definite value.

IMPORTS FOR THREE YEARS

The following table gives a list of the principal imports of printers' supplies during the last three years:

	1916.	1915.	1914.
Printing presses and lithographic presses	$246,468	$230,826	$484,201
Printing presses of not less value than $1,500 each	159,186	343,018	481,287
Type-casting and type-setting machines and parts thereof	316,406	479,178	764,894
Type-making accessories for printing presses	6,657	31,750	26,097
Type, quoins, slugs, chases	54,404	75,543	141,177
Type metal	1,799	1,062	2,538
Stereotypes, electrotypes, etc.	84,770	66,496	140,106
Matrices for stereotypers	5,748	14,239	10,990
Engraved plates of all kinds	52,714	88,039	67,470
Ruling, folding, binding, embossing, cutting machines, etc.	159,294	163,955	359,279
Printing paper	260,805	458,010	815,990
Ruled, bordered and coated	182,513	253,169	313,820
Printing ink	80,188	95,523	107,144

THE UNITED STATES SUPPLIES MORE

One of the significant and striking features in connection with Canada's import trade in printers' supplies is the strong position of the United States. It is true that the imports from that country shared in the general decline. Printing machinery for example, brought in from that country had an aggregate value of only $861,000, compared with $1,193,876 in 1915, $1,973,705 in 1914, and $1,921,365 in 1913. Under the classification of "type, chases, quoins and slugs" the relative decrease was even more marked, the value being but $44,784 compared with $75,543 in 1915, $141,177 in 1914 and $197,969 in 1913. Six years ago Canada was importing more printing machinery from the United States than she did during the last fiscal year.

In spite, however, of the decreases of the last two or three years the proportion obtained from the United States is as a rule larger than ever before. In printing presses the proportion during the fiscal year 1916, as compared with the total from all countries, was 93.72 per cent. compared with 90.95 in 1914; type-setting and type-casting machinery, 96.48 against 95.02 per cent. in 1914; ruling, cutting, folding, binding machinery, 99.24 against 93.47 per cent. in 1914; printing paper, 66.30 against 59 per cent. in 1914. In printing ink there was a slight decline in the proportion, the percentage standing at 82.66 compared with 83.30 two years ago. Grouping all printing machinery 99.90 per cent. of the total imports came from the United States.

The total value of the printers' supplies, including printing paper, imported from the United States last year was nearly $1,500,000. This was a decrease of $480,000 compared with the figures for the fiscal year 1915 and of about 50 per cent. compared with the fiscal years 1914 and 1913.

THE TRADE WITH BRITAIN

Although in its total the import trade with Great Britain was smaller than during the previous year, being $191,000 compared with $268,000 for 1915, yet there was an increase in machinery, that is, presses, folders, cutters, etc., the total being $26,678 compared with $23,878 in 1915. There was also a gain of $418 in type metal, the figures being $1,700 compared with $1,282 in 1915. Type, however, dropped $7,565, the total being $9,621 compared with $17,186 the previous year.

Canada's largest imports of printing presses in recent years from Great Britain was in 1914, when she imported

$69,165 worth. The year in which her total imports of presses from all countries was the largest was in 1913, when the aggregate value was $1,196,977. During the last fiscal year the value was only $405,654.

BUSINESS IS MUCH BETTER

The cause of the marked decline in the imports of printers' supplies is, of course, not far to seek. It is to be found in the adverse trade conditions which obtained throughout the Dominion during 1914 and 1915. When the war broke out there was probably no industry that for a time suffered more than that appertaining to printing and publishing. During the last eight or ten months, however, there has been a marked change for the better. The printing trade is now exceptionally good in nearly all parts of the Dominion, with the exception of in the Pacific coast cities, where it is still reported quiet. The chief difficulty now in the printing trade is the securing of an adequate supply of labor and material.

With trade conditions generally so much better than they were a year ago we may naturally look for a material improvement in the import in printers' supplies. In fact the improvement has already began, we having during the first two months of the fiscal year upon which we have entered imported $153,286 worth of printing presses, compared with but $44,145 for the same period a year ago.

Efficiency

By DANIEL BAKER, Consulting Printer, Toronto.

PRINTERS are apparently very much afraid of the word efficiency and seem to think that it means the purchase of a lot of new equipment and a big expense changing the plant around, the total cost of which will cripple their finances for months to come; therefore, we find them unwilling to consider the matter at all.

True efficiency consists of doing things in such a way as to eliminate all—or as nearly all as possible—unprofitable and useless effort and making each action count for some profit-producing purpose.

There are degrees of efficiency. No printer is absolutely inefficient, nor is any one hundred per cent. efficient. Therefore, the efficiency engineer and consulting printer should always find a cordial welcome at the hands of the printer.

The coming of better, or even if more commercially strenuous times with the end of the war, suggests the idea that every printer should now arrange his business along the most efficient lines, both in the factory and the office, for lack of efficiency means diminution of profit.

And you, Mr. Printer, with the small shop, don't fancy that this refers only to the big fellow with dozens of presses and scores of hands. No printing business is too small to be organized along lines of efficiency and profitable management and the returns are likely to be proportionately greater than in the large plant, though the gross figures may not be as large.

The printer who is making a fair profit under ordinary conditions can increase it and the one who is not making any profit can bring himself over to the winning side by efficiency methods.

One plant of which we have knowledge saved almost ten per cent. of its composing room time by a rearrangement of its furniture, etc., to suit changed conditions. The increased output was from 56%, its former average production time, to 65.3% after the change, which only required two days' time of a few laborers to make, and less than $50 for new material. Of course, the efficiency man made a charge, but in three months that composing room had sold almost three hundred hours of additional composition without an extra cent of pay roll cost, or any unusual driving. In fact the men found it easier to work.

The printer who is going to stay in business will need to study efficiency or employ some one to do it for him.

What are you going to do?

Education for Printers at Harvard University

IN THE moving of Harvard University Press to its own building a great step forward has been taken in the development of the printing course in the School of Business Administration. Not only does this incident mark a new and larger era of fine printing at Harvard University as well as an increased opportunity for the production of scholarly work, but it also offers, through the close co-operation of the Press with the highly specialized course in printing and publishing offered by the Graduate School of Business Administration, greater facilities for the training of men to fill executive positions in the printing industry. Mr. C. Chester Lane, the Director of the Press, is also a member of the Faculty of the School and in charge of the two courses. A laboratory and class room for the students has been established in the new quarters of the Press where many of the theories and problems discussed in lectures may be worked out practically not only under laboratory, but also under shop, conditions. The students in the courses in printing and publishing at Harvard University are thus offered a unique combination of study in a highly perfected university and also an opportunity for research in a practical printing and publishing plant.

The college year 1916-17 opens Oct. 1.

Toronto as a Printing Centre

OUTSIDE of a limited circle, few in this country, or indeed in the United States, have any idea where Toronto stands among the big printing centres of America. Taking Toronto's population at 500,000, and this figure is slightly beyond the mark owing to the war, there is more printing manufactured, newspaper and book job combined, than any other city on the continent. The following numbers of compositors in each city of the first seven are taken from the *Typographical Journal* for August. Greater New York, 7,586; Chicago, 4,486; Greater Boston 1,848; Washington, 1,756; St. Louis, 1,215; Philadelphia, 1,135; Toronto, 1,077. New York City has a population of approximately 5,000,000; Chicago, 2,200,000; Greater Boston, 1,200,000; Washington, 400,000, the United States Government printing office being located there, a comparison would be unfair; St. Louis, 700,000; Philadelphia, 1,600,000; Toronto, 500,000.

San Francisco follows Toronto with 980 compositors and a population of 450,000. It has been a close race between 'Frisco and Toronto for seventh place in point of numbers and first place in proportion to population as a printing centre of the North American continent. Cleveland has 751 compositors and a population of 650,000; Cincinnati, 610 compositors and a population of 400,000; Detroit, 704 compositors and a population of 600,000; Pittsburg, 736 compositors and a population of 1,000,000, which includes Allegheny and suburbs; Buffalo, 496 compositors and a population of 500,000. What might be called Greater Montreal has 568 English compositors and 227 French compositors, and a population of 700,000.

Catalogue Standard Size

A MOVEMENT is on foot to standardize the sizes of catalogues by making them 6 x 9 or 8½ x 11. The advantage of uniformity in size is plainly evident. Many advertising and manufacturing firms have approved the plan.

Harry C. Stovel's Memories of Fifty Years

Pioneer Enterprises in Winnipeg—The First Wax Engraving —The First Perfecting Press—Introducing Electricity — The First Linotype — Syllabic Writing and Printing — Farewell

By HARRY C. STOVEL

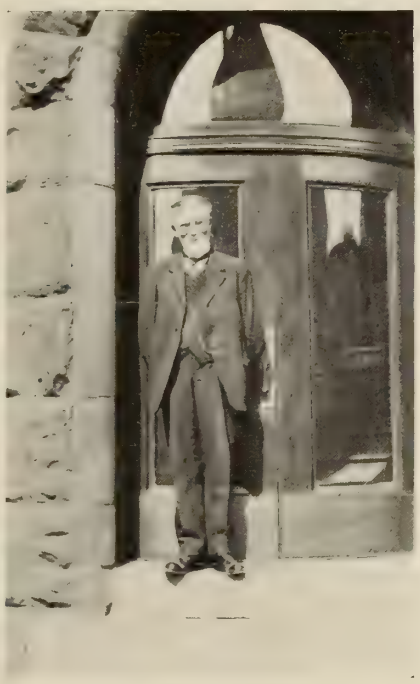
I REMEMBER going to Chicago and Buffalo, with the view of picking up facts in connection with the wax process of making maps, and what a time I had at Chicago! At one establishment I could hardly get next to a hand. The impression received was that it was a specially secret institution. The principal evidently forgot that the men were not fully under their control after business hours. However, by hanging around I got next to a certain individual, who later on became part of the staff at Winnipeg. A connection was made with another party at a second establishment. This covered what was wanted, and then a journey was made to Buffalo, where a connection was made with one of the map publishers, and later type, matching theirs, was selected. Then there was the hike home with the men engaged, and fear that trouble might arise with them; but all went well, and now in Winnipeg, maps by the wax process are made—the only place in Canada.

MAKING THE FIRST WAX ENGRAVINGS

I remember the first wax engraving made in Winnipeg. It was a small map, comparing the size of Canada and Great Britain. Oh, how I watched each move forward! After moulded and blackleaded, it was put in the battery, and 'twas a delight when it came out and was finished. The plate is in my possession, and reproduction of it is herewith, made by the same person who made the first electro of it. I will not soon forget the pleasure evinced by Hon. C. Sifton when he found that the West was to lead in this respect; he seemed as much pleased as myself, and from him a good order for Atlases of the Dominion was received. They had hitherto been done in the States, and he was pleased at having them done in Canada.

SELLING THE FIRST PERFECTING PRESS

I remember selling the first perfecting press in Winnipeg. It was to the *Free Press*. What a time there was to do this! It was taken up time and again with the then management. It had to be shown that, by installing it, wages could certainly be saved, and that, in time, they would be away ahead. The immediate outlay was the sticker. Then I believed at the time that the man in charge of the pressroom did not like the idea of changing at all; the fear was that he thought, as he was not an adept at such a machine, he might lose his job. However, persistency won out, and the machine was installed. It was a Cox duplex made at Battle Creek—a second-hand press. It was perhaps not exactly the machine they should have put in, but the cost of the right kind was too much for them at that time. But it was the leading up to what was necessary. Once it was nicely running, the benefit of it was found, and the head pressman was very enthusiastic over it. Before very long it was thrown aside for a more up-to-date machine. And think of the conditions along that line there now!



JAMES D. CONKLIN

Though not a printer, is really a part of a printing concern at Winnipeg, for he is the "main guy" each Saturday between the firm and its employees, being the cashier. Mr. Conklin, from nearly the inception of The Stovel Co., has been in connection therewith. He was first employed each half-day by H. C. Stovel & Co., and the other half by The Stovel Co., and upon the type supply business passing from the first named firm, gave "full time" to the latter, and has been the trusted accountant of the firm for over a quarter of a century. He was originally from Hamilton, Ont., and, being a strong temperance advocate, Oddfellow, Presbyterian and Liberal, has held a number of positions of trust in the Western metropolis. Mr. Conklin is standing at the main entrance of the Stovel Co., Ltd., establishment, a little previous to the recent fire.

INTRODUCING ELECTRICITY IN WESTERN PRINTING

I remember (and it should have come in away back) the introduction of electricity in connection with printing at Winnipeg. It was at the Stovel Co. establishment. The machinery had been run by steam power. Brother John, being somewhat of a machinist through having been in connection with a foundry in the east, the offering of an upright engine was taken advantage of, and by this power the machines were run for some time. But it was somewhat antediluvian. For one thing, it was an advantage in winter, but by the same token in summer it was a nuisance — that was in producing heat. However, when electricity became a power factor, after it we went. At first the electric company would hardly listen; then they offered to give it if we ran the machinery at night, and so on. It was a new thing and they were not ready for such service. Before a great while service for some elevators was wanted in the day time, and this brought assistance to our way of thinking—regular day service of electric power soon was the order. But great experiences there were with the machines for a time. However, all difficulties were overcome, and now it is the thing to have individual power with each machine.

INSTALLING THE FIRST LINOTYPE IN WINNIPEG

I remember installing the first American Linotype in Winnipeg. It had Rogers' attachment for rule and figure work. Have got the first slug turned out by it and print of a page of a voters' list set on the machine. It certainly did nice clean work. The casting of "leaded matter" and low slugs was also an innovation.

I remember trying to break in a woman to the Linotype operating. She was fairly good at the case, but at the machine it was another thing. When it would "spit" a bit, it was fun to see her jump. She stuck to it very well, and got over being frightened at such turns of the machine.

My JESUS, I Love THEE.

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HYMN IN SYLLABIC CHARACTERS

The reproduction above is of the hymn "My Jesus I Love Thee," in Syllabic characters, made in Canada, on Pica em body, for the late Dr. Young, then Bishop of Athabasca, for use in presenting hymns and portions of the scriptures in such form that the Indians of the far north could read them. Characters for similar use were made in the early days, and used near Norway House, at the north end of Lake Winnipeg, by the Methodist Missionary, Rev. Mr. Evans they were cast of tea lead brought inside tea boxes from the old country by the Hudson Bay Co., in the early days of navigation, in sail boats through Hudson Bay and up the Nelson River in York boats to Rossville Mission, near Norway House.

A recent issue of a little weekly published at Banff, Alta., *The Crag and Canyon,* is full of the receptions, etc., to His Royal Highness, the Duke of Connaught, who spent quite a time there in a western trip last July. The Duke was made a chief of the Stoney Tribe of Indians, who have their headquarters in the neighborhood of the Park Town of Banff. His Indian name is Teenchaka Ervahe Oonka, meaning Great Mountain Chief. The address to the Duke was written in the syllabic language of the Crees, and was interpreted by the Rev. John McDougall, D.D., of Calgary, the veteran Indian missionary and who can talk the Cree almost as freely as the English.

A RE-BEGINNING IN THE WEST

I remember quite well years after the supply business and ready print, electrotyping, etc., passing out of my hand, my starting again in the printing line. There was quite a fight put up against me, and by those who should not have made representations as they did, and for which I believe there was regret afterwards. The opposition went so far as to interfere with my getting an outfit. A Gordon press was delivered in front of my establishment, and was just about to be put in the doors when telephone rang. On answering I found it was the manager of the supply house, who asked that his man come to the 'phone. Just what was said over the 'phone, I do not know, but I do know that they loaded the machine on the rig again and took it away. I never received genuine reason for the action, but it only put me on my mettle more, and the other house was touched up. By this time the unreasonableness of the situation began to dawn and a change of front took place. Suffice to say, I got going and made money at the city printing contract which I received; but, in doing so, forgot that there was a day when I would not have the contract, with result that when that day did come, I was minus any other work. My attention had been too much upon executing the city contract satisfactorily, and no regular work was at hand. Then it was that there was difficulty.



FIRST WAX PLATE IN CANADA

Above is reproduction of the first wax engraving made in Canada. It was used with other plates for a geography of the Dominion of Canada and Atlas of Western Canada. The above small map shows the comparative area of Canada and Great Britain (the former in black and the latter in outline within the square at the right-hand upper corner). On the front cover of the Atlas there was a miniature map showing the greater portion of the world. This plate was engraved by E. A. Magrath, and electrotyped by J. Walter Stovel, the latter being also the maker of the first half-tone in Winnipeg, and who is still on the job, the electro of above being molded and finished by him.

I remember, in connection with the above fight, receiving assistance from a source not at all looked for. The two gentlemen who did so were not at all friends of mine, but saw the position I was in and offered their assistance. Had it not been for their kindness the fight would have been much more difficult, and I could not have done as I did. They were not called upon to meet the slightest portion of the obligation to which they had put their name. Though offered remuneration for the good offices, neither of the gentlemen would accept anything. It certainly was a kindness that will never be forgotten.

SYLLABLIC CHARACTER PRINTING

I remember having some syllablic character type made for the late Bishop of Athabasca (Dr. Young) and how delighted I was, when, one winter when the Bishop was at Winnipeg, visiting at his home, and showing him (he had to show me largely) how to set up the "squares" as he called the letters. They were cast on pica ems. One of the hymns I set up is herewith. It is, "My Jesus I Love Thee." (See accompanying article, "The Indian Written Language," on page 27.—*Editor.*)

TYPE FROM TEA LEAD

I remember a visit I made to Norway House, at the north end of Lake Winnipeg, and how pleased I was to be given

quarters, with my late wife, in a place said to have been on the site where Methodist Missionary Evans had residence, and it was a pleasure to hear about the type he made from tea lead brought from the old country in the boats that came through Hudson's Bay, and up the Nelson River in York boats. Part of one of his presses is said to be in one of the sewers on Selkirk ave., Winnipeg, where it was thrown to be out of the way. The characters made were to be used in printing hymns and portions of scripture for use amongst the Indians, as were also the later characters alluded to in the previous paragraph.

I remember lots of things, but they are of more recent times—too much down-to-date, and might not just meet the feelings of some too well. But, if such feelings could be overcome, "history" of an authentic character would be furnished, as it could be hashed and re-hashed by living members of the fraternity, and corrections made where necessary, and thus definite facts established.

I remember, as I say, many things, and now sometimes wonder have I been the chump—wonder whether I would do as Mr. Smallfield lately suggested he would if he had to "do it all over," or would I do exactly as I have done. However, I have had compensation. There was always satisfaction to me in being with the "first things," and, in knowing that they still are, is also satisfaction. I have had this satisfaction, while others have reaped financially.

* * *

Mr. Editor, get the others to "I remember." I've tooted my horn; have others blow theirs. Let them speak out, and thus all will be benefited.

EDITOR'S NOTE.—This is the last instalment of Mr. Stovel's Memories of Fifty Years. Hundreds of printers and publishers, those on whose head the snow of age has fallen, not to melt; and those in the hey-day of their life, have read these happy chapters, told by an optimist whose joy of life and living adversity and sorrow have not been able to quench. Harry Stovel is of the stuff that the knights of King Arthur's day were made of—holding honor dear, and ever venturing for the advantage of others. In the old Mount Forest days of his boyhood; in his wanderings as a journeyman printer; in his pioneering in Winnipeg; in his essays in business on his own account; and now in the whitening days of advancing years, his spirit has been the same—the spirit that dares to face unafraid the unknown, that meets and accepts knocks and hurts without bitterness of heart, that looks beyond present vicissitudes to better things. Those who have read these memories have had fellowship with a true comrade of a big heart, tender in its lovings, generous in its impulses and friendships.

PRINTER AND PUBLISHER *is very grateful to Mr. Stovel for these "I remembers" of his; and believes that many of its readers share equally this feeling of gratitude.*

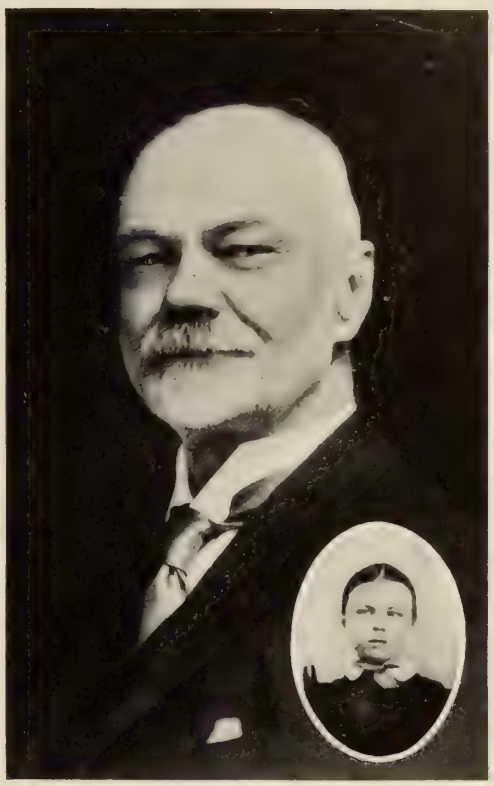
PRINTER AND PUBLISHER *republishes the portrait of Mr. Harry Stovel with its inset and inscription—lest we forget the countenance of a friend and valiant-hearted pioneer.*

The Indian Written Language

IT IS a fact not generally known that the Indians of the Northwest have a written language of their own, by which they can not only communicate with one another but can preserve the traditions and legends of the tribes.

The language, known as the syllabic system, was devised and perfected by James Evans, a Methodist missionary, in 1842. At that time he was a missionary among the Crees with headquarters near Norway House.

The syllabic system is based upon the principles of the system of phonetics. There are no silent letters, and each syllable is represented by a character, which characters when combined make up words. The harmonious and complete Cree language is written accurately by the Evans Syllable System, which includes in its alphabet less than fifty characters, and can be mastered by any intelligent person in less than an hour. (See specimen of this writing on page 26.—*Editor.*)



Seasoned. As an Angel.

HARRY C. STOVEL.

In his angel days bright visions danced alluringly before him, and these he pursued. In his seasoned experience he looks back on the ups and downs of his career, sometimes with a sigh of disappointment, but generally through the softening mists of time.

When the invention had been perfected, the first thought was how to utilize it for the benefit of the Indians. There was no printing press, type or paper, and it was impossible to get any. The Hudson Bay officials objected to the introduction of a printing press, lest that mighty censor of modern times, the newspaper, should find a location within the domains of the company and prove a factor antagonistic to its interests. The missionary, fertile in resources, whittled his first type from blocks of wood, with his pocket knife, made ink from the soot of the chimney and printed his first translations upon birch-bark. Later he made moulds, and taking the lead from tea chests and old bullets, cast his first leaden type from these. (See Harry C. Stovel's article in this issue of PRINTER AND PUBLISHER for amplification of these particulars.—*Editor.*)

After much lobbying the company granted permission to ship in a printing press and font of type.

This syllabic writing was used on the wampum presented to the Duke of Connaught by the Stony Indians on the occasion of making him a chief of the tribe at Banff last Saturday.—Banff *Crag and Canyon*, July 22, 1916.

54-Column Reading Matter Standard

NEW YORK city daily newspaper publishers are gradually applying, according to Jason Rogers, publisher of the New York *Globe*, what is known as the 54-column standard for reading matter. A well-edited newspaper can get most of the world's happenings into 54 columns, and better satisfy the reader than in the past. The town weeklies should be able to work out a standard from the appended table, which explains in full its workings. The table:

7-Column Pages	Newspaper Columns Total	Normal Reading Adv. Cols.	Cols.	Go to Next size Cols.
10	70	54	16	18
12	84	54	30	32
14	98	54	44	46
16	112	54	58	60
18	126	54	72	74
20	140	54	86	88
22	154	54	102	104
24	168	54	114	116

8-Column Pages	Total Newspaper Columns	Normal Reading Adv. Cols.	Cols.	Go to Next size Cols.
10	80	54	26	28
12	96	54	42	44
14	112	54	58	60
16	128	54	74	76
18	144	54	90	92
20	160	54	106	108
22	176	54	122	124
24	192	54	138	140

"The use of the table for either eight or seven column newspapers is very easily explained," said Mr. Rogers to *Editor and Publisher*. "The normal paper consists of fifty-four columns of reading matter including all reading matter, features, comics, etc. The paper, however, is not increased to the next larger size until two additional columns of business are in sight to help pay for the additional white paper to carry it. In practice there are many very successful newspapers which give their readers as little as 38 to 45 columns of reading matter for a one-cent newspaper. Of course, in the smaller newspapers advertising must of necessity be crowded into more compact form. In cases of complaints a plain statement of the urgency of the situation and the alternative of radically higher rates will generally adjust the situation."

The N.Y. *Globe* proposes to advance the price to 2c. per copy.

London Dailies Advance Prices

BEGINNING October 1, the London dailies, *The Free Press* and *The Advertiser*, will put into effect these prices:

By mail—morning, noon or evening editions, $3 per year.

Through town agents, 35c. per month.

These new prices are being advertised in both papers in the form of a joint advertisement.

The *Advertiser's* old price was $2; and the *Free Press* had a $2 and $3 rate. It will be seen that there is now a $4 rate through town agents, which rate affects out-of-town points with home delivery.

The publishers of weekly newspapers in the London dailies territory have in some cases hesitated to advance to the $1.50 rate because of the $2 rate of the London dailies. The advance in rates of the dailies should make the $1.50 rate for weeklies practically universal in the Western Peninsula.

R. M. Glover Gets Peterboro Examiner

WHEN the Hon. J. R. Stratton died a few months ago his paper, the Peterboro *Examiner*, was purchasable by A. H. Stratton or R. M. Glover, the former having the first refusal. Mr. Stratton elected to buy. Then Mr. Glover, who has been manager of the *Examiner* for many years, undertook to buy the *Review*, and was likely to obtain this paper on very advantageous terms. With him in the proposed purchase were associated other members of the *Examiner's* staff.

This put a new complexion on affairs and the *Examiner*, with Mr. Glover as a rival, did not look so good to Mr. Stratton, who thereupon allowed Mr. Glover to become the purchaser. And so Mr. Glover remains on the paper which he has made a very valuable property.

The *Review* is now being wound up, according to official advertisement in the public press.

Peterboro has a third daily, the *Times*, but its continued existence puzzles a good many, since it long ago ceased to be a serious competitor of the other two local dailies.

Blanchard Leaves "Editor and Publisher"

FRANK LEROY BLANCHARD, for the last five years editor of the *Editor and Publisher* of New York City, has resigned, and will terminate his connection with that paper early in September. He will also dispose of his stock interest in the company.

Mr. Blanchard has been identified with New York journalism for more than twenty years, having held editorial positions on the *Evening Telegram*, the *Morning Telegraph* and the *Evening World*. He also had several years' experience in advertising agency work. For the past eleven years he has directed the course in advertising at the Twenty-third Street Y.M.C.A.

British Printers' Pension Corporation

KENNEDY JONES, president for the current year of the above Corporation, now in its 9th year, recently recalled some of its famous past presidents—King Edward, when he was Prince of Wales, the present King when he was also Prince, the Duke of Cambridge, Gladstone, Disraeli, Charles Dickens, Archbishop Benson, George Augustus Sala, Lord Rosebery, Dean Stanley, and Viscount Goschen among them.

"In accordance with the plan adopted from the beginning," he said, "every candidate for the benefits it offers must have been for a minimum of ten years a contributor to its funds of five shillings a year. It spends £10,000 a year in benefits, and since it was founded it has distributed nearly a quarter of a million. It is supported by the trade in the form of weekly contributions and levies from printers, but its main source of income is its annual dinner.

"The times are hard," Mr. Kennedy Jones added, "and it is more difficult than it was to obtain money, but this is the biggest and the best of all Fleet Street charities, and I can but hope that we shall again receive the same generous support that has been given to the society in the past."

Represents Canadian Publishers in Chicago

THE W. F. Long Company Inc., Canadian Publishers Representatives, announce the appointment of C. D. How as their Western Manager, with offices at 8 South Dearborn Street, Chicago, Ill.

Free Course in Proofreading

A free course in proofreading, copy-editing and theoretical typography will be given at the Stuyvesant Evening Trade School, New York, commencing September 18. Men and women engaged in the printing, publishing and allied trades and professions are invited to join the class.

Congress Investigates Newsprint Situation

Two Thousand Publishers Invited to Washington—Publishers' Allegations — The Paper-Makers' Side — Canada is Interested — Printers Affected

THE first shot in the investigation of the news-print paper situation was fired Aug. 1. The Federal Trade Commission invited 2,000 publishers of daily paper and 4,000 weeklies to Washington.

The chief spokesmen for the publishers were F. P. Glass, vice-president, and Secretary Palmer of the American Newspaper Publishers' Association, and J. H. Zerbey, president of the Pennsylvania Associated Dailies, represented the National Editorial Association. This latter gentleman told the commission that one concern was holding in storage $1,000,000 worth of newsprint, and also said that prices of paper were increasing day by day. He also charged favoritism in the sale of paper, declaring that prices varied from 2 to 6 cents a pound for news-print paper. He further asserted that some publishers could hardly buy paper for cash, while others had favorable contracts for two and three years. He thought it apparent that paper manufacturers had united to force users to deal only with the mill they were accustomed to patronize, an inference that competition was stifled. He gave it as his opinion many papers under 20,000 circulation would be forced into bankruptcy from a further increase in prices. Phil. T. Dodge, president of the International Paper Company, which manufactures one-third of the news-print paper of the United States, and counsel were the chief speakers for the paper manufacturers.

The investigation was ordered by the United States Senate. Its scope is very wide. Special agents of the commission examined the books of the principal makers of paper in the United States and Canada.

Mr. Dodge's company afforded the special agents every access to books and accounts of cost of paper manufacturing. He said his company was the one that had $1,000,000 worth of paper in reserve. This paper, Mr. Dodge declared, was held to make good the company's policy that it never failed its customers on account of any calamity, whether flood, fire or strike.

The commission sat all day Aug. 1. The chairman was fair, but insisted on getting the facts from both sides. The report of the commission is expected in the Senate Oct. 1.

The nation is considerably stirred up. President Wilson has called for a report on the news-print problem from Secretary Houston, of the Department of Agriculture. The report of the Federal Trade Commission would have been completed earlier if it were not for the tardiness of the publishers. Mr. Zerbey said that many publishers were afraid to give testimony before the commission for fear of reprisals by paper manufacturers.

Senator Martine, of New Jersey, said on Aug. 16, offering an amendment to the Revenue Bill, which places all news-print costing less than 5c. per pound, on the free list:

"Mr. President, the increase in the cost of paper of all kinds has been in a most inordinate degree, and, as I believe, without warrant or justification. Paper in its manifold uses is a vital necessity to our civilization. I beg to say that the Paper Trust is the most unconscionable combination in our country. It is squeezing the very life out of the small papers of the country, and many of the large papers have been obliged to curtail their size."

The old law admitted free of duty all papers costing not more than 2½c. per lb. Canada supplies one-third of the news-print paper of the United States. The high cost of raw material and labor forced the price beyond that figure. Hence the amendment for 5c. paper. The amendment places raw materials on the free list.

Aug. 13, in the House of Representatives, Wm. Hastings, of Oklahoma, introduced a joint resolution directing the president to place an embargo on print paper, pending the report of the Federal Trade Commission. The exports of news-print paper for the past five fiscal years ending June 30, from the United States were: 1911, 99,510,875 pounds, valued at $2,434,964; 1912, 103,573,428 pounds, valued at $2,501,52 ; 1913, 100,426,614 pounds, valued at $2,450,520; 1914, 88,966,738 pounds, valued at $2,177,483; 1915, 125,681,633 pounds, valued at $3,079,137. For the eleven months of the present fiscal year, up to May 31, the exports of news-print were 112,668,568 pounds, valued at $2,735,533.

Congress will have adjourned before Oct. 1 and will not reconvene till Dec. 1. What the situation will develop before adjournment is hard to conjecture.

Canadian publishers have a wide interest in the paper situation, too. What Congress does will affect them. It is reported in one instance at least that a Canadian printer could not buy news-print. PRINTER AND PUBLISHER requests its readers to furnish it with full particulars of such cases. Canada is a big exporter of paper. Since 1892 the exports have grown with bounds. The figures above for the United States are small in comparison. The figures are:

1892	$ 91
1902	24,000
1912	3,881,000
1913	6,327,000
1915	15,509,000

The figures for 1916 are expected by those qualified to judge to reach $20,000,000.

One thing is certain that Canadians will not tolerate men of the printing trades forced out of employment by a shortage of paper in this country, more especially when this country is exporting so largely.

President Scott, of the International Typographical Union, in its session the week of Aug. 14, said the organization would back up the publishers, and his remarks were cheered by the delegates.

Canada Controls Paper Industry

P. T. DODGE, the president of the International Paper Company, which is arranging the erection of a plant in Canada, in a letter to the New York *Herald*, tells why investors are at the moment interested to some extent in issues of this character.

Reproachfully he tells the American public that "the growth of the paper industry has been forced over the Canadian border, due to the unfriendly attitude of our Government, which a few years ago placed print paper upon the free list, and in return for this action Canada forbade the continued exportation of Crown land wood to the United States under any considerations. The Government of this country then and there practically handed over to the Canadians the newsprint industry, and since that action not a newsprint mill has been built in the United States, nor is there likely to be one built."

Discussing the enormous demands that have arisen for newspaper print in the States—and much the same conditions exist on this side of the line—Mr. Dodge says: "If there is any man who could have predicted the enormous demands to be made upon us by the publishers of this country as yet he has failed to be identified. No publisher expected circulation and advertising to increase to any such material extent as they have increased. No paper manufacturer was forewarned by any publisher as to the conditions that have arisen. A year ago, with some 85 per cent. of business at best and seeking business in all directions there certainly was no incentive to increase product. In a few months the demand was increased to a hundred per cent. and more. No one foresaw it, and how under the circumstances could we be expected to have prepared ourselves for it?"

Discussing the expansion which his company contemplates in the Dominion, Mr. Dodge continues: "We are looking ahead and making arrangements for increasing our output. We propose to establish a plant in Canada (and all the future growth of this industry will be in that country). Under the best of conditions it will take two years to build this plant. This is the minimum time which it takes to develop a water-power and erect the necessary ground wood, sulphite and paper mills to manufacture a completed product. Our competitors are evidently planning to do likewise. There are in course of erection in the Dominion of Canada paper mills and increased machinery sufficient to make at least 75 tons a day of extra product."

Urges Restrictions on Pulpwood Exports

At a session of the Alberta and Eastern British Columbia Press Association, the following resolution, moved by G. M. Thompson and seconded by J. H. Woods, was passed with regard to the restriction of the exportation of pulpwood:

"That, in the opinion of this convention of the newspaper publishers of Alberta and Eastern British Columbia, the time has come, in the interests of Canada and Canadian industry, for the Dominion Government to take steps to restrict or prohibit the exportation of pulpwood from Canada, and to thus give such encouragement to the manufacturers of paper in Canada as will result in the benefit and advantage to the Dominion, and in the interests of the printing and publishing industries of Canada, and that copies of this resolution be forwarded to the Prime Minister of Canada, and to each of the Western Canada members of the Dominion Government and also to the secretary of the Canadian Press Association with the request that that organization be asked for its support."

Quebec as an Exporter of News Print

Printing paper or news-print, as it is usually designated, is the most important export from Quebec to the United States. In 1913 the value of this product exported to the United States was a little over $1,000,000; in 1914 it has increased to $4,000,000, and in 1915 to $5,100,432. No other exports can show a similar increase. Moreover, it will probably continue, as the paper-making industry is becoming more and more developed from year to year, due to an abundance of undeveloped water power and practically unlimited forest resources in the province.

What Is Sulphite?

Almost everybody in the printing and allied trades can answer this question, but for the benefit of readers who are not quite certain over the matter it may be explained that sulphite pulp is obtained by a chemical process in which acid is used. The wood cells are separated from the other constituents and formed into cellulose, or as it is known in trade, sulphite pulp. When the same process is conducted with an alkali the product is known as soda pulp.

Repulping Paper

An American inventor has discovered a means of utilizing a waste digester liquor for removing ink and color from waste news and without discoloring the fibre, so that the paper may be repulped. "I have discovered," he says, "that by subjecting waste print paper, either in a pulped state or in the whole, to the action of spent digester liquors, under any temperature, for the space of one hour or more, then washing the pulp with fresh water, all ink or coloring matter that may be in the paper will be entirely removed, and without discoloring the fibres of the mechanical wood pulp, leaving the same fit to be re-made into white paper. If the waste paper be first pulped, it may be charged into a beater vat filled with either of these spent digester liquors, and by the action of the beating engine all ink or coloring matter will be entirely freed from the pulp. The solvent may then be drained off and the pulp washed in fresh water, leaving the same in a state to be re-made into white paper."

Supplies of Dyes

The real difficulty of future supplies of dyes is in relation to the latest fast, bright colors, says a writer in the London *Times*. Though three-fourths of the colors and shades made by the Germans can be obtained from other sources, there remain a considerable number of bright, fast shades which can be got only from Germany. As these colors have been introduced only during the last ten years they are naturally dearer. It has been suggested that after the war British users should be restricted as to three-quarters to non-German sources of supply, but that they should be permitted to import the remaining dyes from Germany until the latter can be made elsewhere. This arrangement would be ideal from the British point of view, but Germany may consider that her possession of the knowledge of how to make these bright, fast colors gives her textile and other trades such an advantage that she may refuse to supply them unless she has the whole trade.

Industrial Peace for Another Five Years

The American Newspaper Publishers' Association and the International Typographical Union have renewed for another five years what is known as the Arbitration contract. The Publishers' Association adopted the contract in Chicago on Nov. 16, 1900. By referendum vote the Typos of all North America agreed to the Arbitration Contract in March, 1901. Chief among the publishers of that day who took prominent parts in making for industrial peace were the late Col. Driscoll, of the *Pioneer Press*, St. Paul, and the late Herman Ritter, of the *Staats Zeitung*, New York. For the compositors, J. M. Lynch and J. M. Bramwood, president and secretary of the Typos. The idea originated with the late W. B. Prescott, of Toronto. The principal involved is that in times of peace, when men's minds are clear and not inflamed with passions, machinery is provided to settle disputes, should any arise. The Typos have lived rigidly to their contracts with the 250 odd newspapers composing the publishers association. All of the dailies of the larger cities of Canada are members of the American Newspaper Publishers' Association.

Must Solicit Business in Customers' Homes

The Price of Doing a Larger Trade—On Whom the Burden of Selling Rests
A Costly Error of Belief — The Invincible Salesman and His Modest Wage

By JOHN C. KIRKWOOD

EDITOR'S NOTE.—This article appeared originally in Hardware and Metal, one of the retailers' newspapers published by the MacLean Publishing Company. It is reprinted here and now to show publishers and printers how the business press of to-day is promoting their interests—this by teaching retailers how to advertise and by encouraging them to employ printer's ink as a sales agency. And, by the same token, the truths and message of this article are for printers and publishers also in the conduct of their business.

THE average retailer can sell more goods to more people than he is now doing. This means that the average retailer is making a good deal less money than he can make *right where he is.*

Go, for example, into any hardware store in the country and you'll find literally hundreds of things that the public needs or wants, but isn't buying very rapidly or generally, for the reason that desire for these lines has not been born or stimulated. *The burden of arousing or stimulating desire and demand is on the seller,* and the seller, nine times out of ten, is not trying his level best to sell all he can.

> THE *trade press, so-called, is the ally, not the foe, of daily and weekly newspapers, as the accompanying article witnesses. Yet there are some publishers of dailies who would oust the trade press from the Canadian Press Association because—because why and what?* PRINTER AND PUBLISHER *recommends unfriendly daily men to read the trade press for the correction of their knowledge and perceptions, and in the hope and belief that their attitude towards the business press will become more just and less antagonistic.*

BIG MARKET FOR ELECTRIC UTILITIES

We'll suppose for the sake of example, that in many communities the hardware dealer is the principle seller of electric devices—irons, vacuum cleaners, fans, toasters and other allied sundries. Now it is very certain that a canvass of any hundred homes that may be made in any section of the retailer's community, even of the wealthiest homes, will reveal a surprising dearth of these widely advertised utilities. More homes lack electric irons than possess them; more homes lack electric vacuum cleaners than possess them. In few homes will you find an electric heater, or an electric fan, or an electric flashlight. And the reason is, not inability to possess these things, but a *lack of salesmanship* on the part of the sellers—makers and retailers —of these devices.

Let this one example suffice to illustrate the truth now being urged: namely, that more aggressive and enlightened salesmanship on the part of retailers will result in a much larger turnover, and a much larger income.

THE RETAILER'S STORE MUST BE SENT A-TRAVELLING

The average retailer in all lines prides himself in having a good stock—well assorted, complete, well bought, well kept and well displayed. Many a retailer keeps his windows well dressed, and his store inside very attractive. All this is fine, but it is not nearly enough; *the retailer must carry his store and stock away from their fixed location, and deliver them into the homes of the people.* He must engage a travelling store-window, dress it as attractively and temptingly as he can. He must put his store on wheels, so to speak, and trundle it all over the district from which he draws his custom. *He must solicit business in the homes of the people.*

This is a hard saying and few understand it; and many who understand it resist its message, saying: "It is too difficult. It means hard work. It means spending some money. I will have none of it."

There you have the explanation of many a small business: the inertia, the avoidance of exceptional effort, of the proprietor. He contents himself with old-fashioned, comfortable ways; and new ideas and extraordinary effort he fights against because they go beyond his thinking. But the laws of growth and big success are stronger than the retailer's resistance, and they shove him either aside or forward. That man is foolish who yields to their demands.

The big demand of the laws of business growth and big success is that you, a retailer, shall solicit custom in the homes of the people. You must go into the homes of those whom you count as customers and into the homes of those not your customers and whose names you do not even know; and you must solicit their favor and custom *regularly,* with *definite offers.*

A COMMON AND COSTLY ERROR OF BELIEF

Many retailers say and believe: "Everybody for miles about knows me and my store and if what I sell is wanted then I stand as good a chance—and perhaps a better one—as any other store to supply the needed goods." This is the attitude of mind of the great majority of men in business; and it is one so sadly wrong that great and persistent efforts should be made to dispel it.

Presumably everybody in Canada knows the T. Eaton Company, and everybody in Western Canada knows the Hudson's Bay Company. Everybody in New York and Philadelphia, and everywhere else in the United States, knows of John Wanamaker's stores; and everybody in England knows of Whiteley's, Harrod's, and Selfridge's. But not a single one of these mammoth retail establishments says: "Everybody for miles about knows us and our store, and if what we sell is wanted, we stand as good a chance—perhaps a better one—as any other store to supply the needed goods." Most certainly the big retailers, *who were small retailers once,* do not have this mental attitude: they don't leave it to chance; but they actually solicit the business of the public *in their own homes.*

Neither do they leave it to the buying class to dis-

cover their wants and needs, but they deliberately, systematically, and faithfuly *suggest* merchandise, and develop business—*this right in the homes of the people.* That is, they are not content to have fine stores, occupying whole blocks—stores which every local resident knows thoroughly well and may visit often; but *they carry their stores to the homes of the people, with their ship windows; and send good salesmen along to talk up the goods, and to suggest new goods.* And so they have grown from small things to great.

A HARDWARE DEALER STIMULATED BUSINESS

You know how distressingly hot it has been this summer. Let me tell you of what a hardware dealer I know did to sell one or two lines.

* * *

He sent salesmen into several thousand homes suggesting that a lawn sprinkler would be a good purchase; and several hundred men who had been spending two hours or so every evening holding a nozzle in their hands and directing its spray, woke up to the fact that it was good business to buy a sprinkler at a cost of 75c. to save their time and to keep them from the exhaustion of being out in the hot air.

They were not stupid men, but busy men, pre-occupied; and strangely enough they didn't have lawn sprinklers. But when this dealer sent a good salesman *right to their homes* and suggested a sprinkler, they became prompt purchasers.

* * *

This same dealer sent salesmen into several thousands of homes, suggesting an electric fan, price, $7.50. He sold a score or more. Yet these buyers were familiar with electric fans at their offices, and rejoiced in their cooling breezes; but they never thought of a fan *for their own homes* until this aggressive dealer went to them *in their homes* and suggested a fan. Not much *selling* was required; the mere suggestion sufficed in the great majority of instances.

* * *

These two examples establish the point I am making: namely, that more goods can be sold to more people by getting your business and salesmen *into the homes of the people.* You can arouse sleeping desires; you can implant desires that previously had no existence; you can capture orders all ready to be given *by being on hand* when the purchase is about to be made.

The dealer who refuses to take a single step away from his location in the direction of the homes of buyers; who says, "Let them come to me; they know very well where I am," cannot possibly do all the business that he can do by pursuing the plan recommended—the plan pursued by the giant retailers, not only in the days of their magnitude, but *when they were small and obscure.* The growth of a business may sometimes be a matter of accident or good fortune; but for the great majority of merchants it is a matter of purpose joined to right methods and ideas.

GIANT RETAILERS CANVASS THE PEOPLE IN THEIR HOMES

Are you asking the question: How can I take my business—my store, and windows and salesmen—to the homes of the people? The answer is brief—*by using Printer's Ink.* This is the way the Eatons, the Wanamakers, the Marshall Fields, the Whiteleys, do; and all other retailers headed the right way.

Printer's ink can be used in two principal ways: in the form of newspaper space and in the form of printed matter sent through the mails. Usually both ways should be used. Most certainly the newspaper should be used.

In the newspaper you can show your store, your goods and sell your merchandise. It carries your business *into the homes of the people,* into thousands of homes—the homes of your customers and of non-customers. Thus you can get to the attention of the stay-ins who rarely or never go to your store or town or city; of those who do their shopping elsewhere.

THE COST OF A WEEKLY ADVERTISEMENT

The cost? It is really very small when you look into it. Suppose you are charged by your local publisher 14 cents an inch for space: for $5.60 a week you can buy a space measuring 40 inches: a space

10 inches deep x 4 columns wide, or
8 inches deep x 5 columns wide.

This newspaper probably enters 3,000 homes — perhaps more. If you sought access to 3,000 homes by mail, the postage bill would be $30, to say nothing of the cost of printing, addressing, wrapping. If you were to send a flesh-and-blood salesman to merely poke his nose in the door, and to hand in your printed message, it would take him a full month to cover the same homes—this with a horse and rig or with a motor car. His wages and expenses would certainly amount to over $100, to say nothing of the cost of the printing.

Compare these costs with the cost of newspaper space —$5.60, which pays for the printing and delivery.

Then there is another way of looking at it: your printed message enters the home in a newspaper which the receiver pays from $1 to $3 a year to have. This paper, a local one, is read by numerous persons in the home, two or three of them probable buyers. Thus, instead of speaking to just about 3,000 people what you have to say may be read by 6,000 or 9,000 persons—all for $5.60!

Now if your local newspaper publisher calls on you tomorrow morning, and says to you: "Brown, I want you to agree to take 40 inches of space in my newspaper each week, at a weekly cost to you of $5.60," what will you say to him? Will you begin to hum and haw and tell him the cost is too high? Will you tell him your business won't allow the engagement of a first-class salesman, wages to be $5.60 per week?

LEAVING THE DOOR WIDE OPEN TO THE MAIL ORDER HOUSE

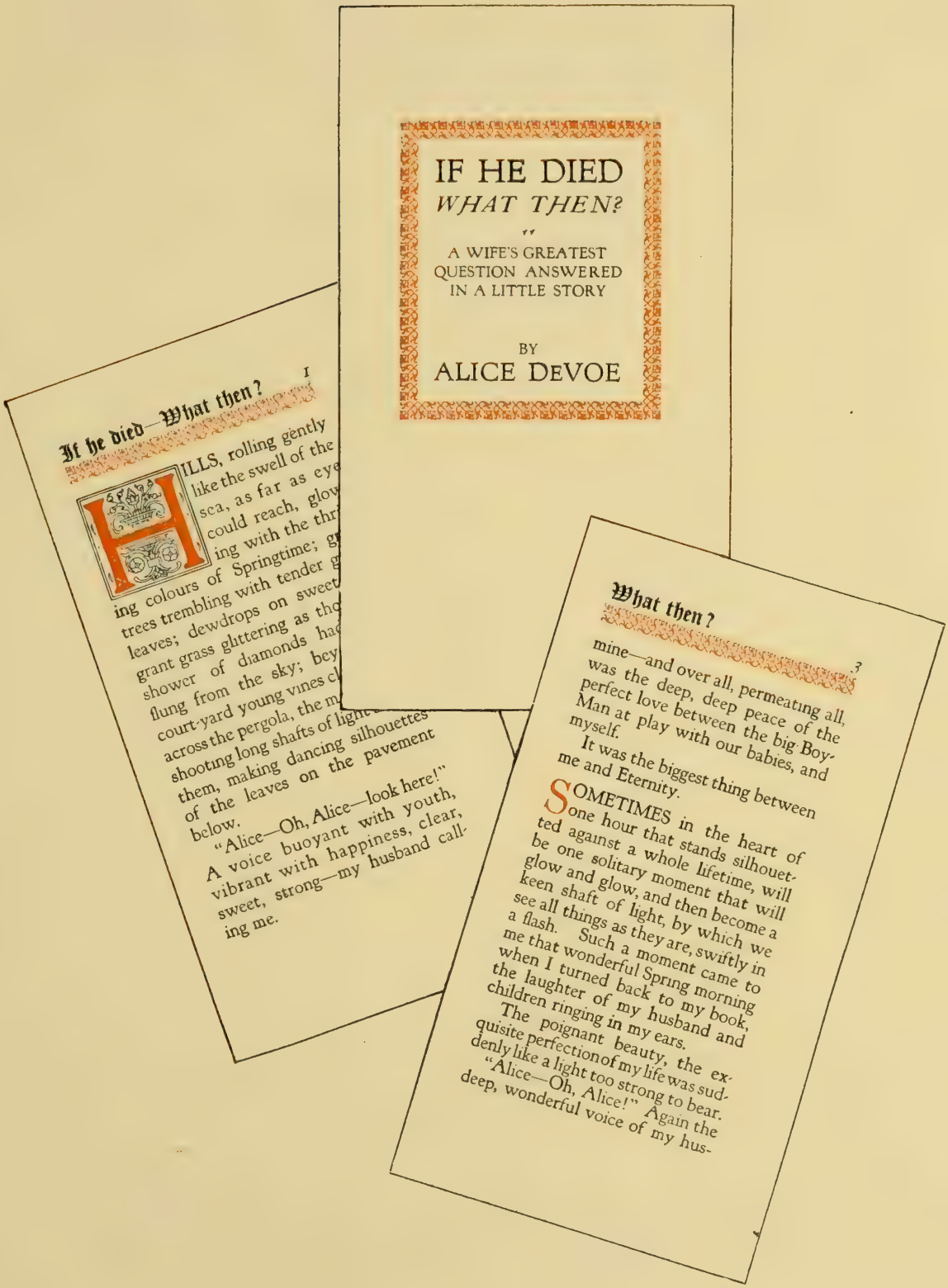
Here's a way to regard it: the men who do spend $5.60 and more a week on the buyers of merchandise in your community—the mail order houses—are well-served by your silence. You leave the field open to them uncontested and methinks I have heard not a few of you saying some very bitter things about the mail order houses and inroads they make on your trade.

But getting back to the main idea: to sell most you must canvass your customers' in town and country and those not your customers *where they live—in their own* homes. If you consent to this, then newspaper advertising and the use of printed matter sent to the home addresses of your customers and desired customers through the mails, are the two obvious and potent agencies to employ. Not the *means,* however, is the main thing, but the *purpose* and the results.

Publishers' Activities

The Berlin *News-Record* had a page of advertising captioned "Playing Time is Over—School Days are Here Again." Only non-advertisers were selected, and transient rates were obtained. E. J. Payson is doing good work on this paper.

In Saskatchewan the Scott *Herald,* the Unity *Courier,* and the Milestone *Mail,* have raised their subscription rates to $1.50.



IF HE DIED
WHAT THEN?
"
A WIFE'S GREATEST QUESTION ANSWERED IN A LITTLE STORY

BY
ALICE DEVOE

If he died—What then? 1

HILLS, rolling gently like the swell of the sea, as far as eye could reach, glowing with the thrilling colours of Springtime; grass trembling with tender green leaves; dewdrops on sweet grant grass glittering as the shower of diamonds had flung from the sky; beyond court-yard young vines climbing across the pergola, the morning shooting long shafts of light through them, making dancing silhouettes of the leaves on the pavement below.

"Alice—Oh, Alice—look here!" A voice buoyant with youth, vibrant with happiness, clear, sweet, strong—my husband calling me.

What then? 3

mine—and over all, permeating all, was the deep, deep peace of the perfect love between the big Boy-Man at play with our babies, and myself.

It was the biggest thing between me and Eternity.

SOMETIMES in the heart of one hour that stands silhouetted against a whole lifetime, will be one solitary moment that will glow and glow, and then become a keen shaft of light, by which we see all things as they are, swiftly in a flash. Such a moment came to me that wonderful Spring morning when I turned back to my book, the laughter of my husband and children ringing in my ears.

The poignant beauty, the exquisite perfection of my life was suddenly like a light too strong to bear.

"Alice—Oh, Alice!" Again the deep, wonderful voice of my hus-

Example of refined booklet composition by Ernest E. Adams.

UNDER THE DISTINGUISHED
PATRONAGE OF HER ROYAL HIGHNESS
THE DUCHESS OF CONNAUGHT

SOUVENIR PROGRAMME *of* SONG RECITAL

IN AID OF
MONTREAL
CHILDREN'S
HOSPITAL

HIS MAJESTY'S THEATRE
MONTREAL
WEDNESDAY EVENING
JUNE 14TH, 1916

Cover of Booklet, the work of Ernest E. Adams, typographer.

A Test in Non-Competitive Estimating

Estimating on Commonplace Specifications—Sins of Omission and Commission — Comment — The Great Need for a Standard Estimating Form

IN the July issue of PRINTER AND PUBLISHER was submitted a test as per the specifications in the accompanying panel. These particular specifications were provided because an estimate on a job of the sort called for is common enough—the cost of producing a weekly publication of a standard size, and of mailing same.

Estimating Test

A man planning to issue a weekly periodical went to a printer for an estimate, with specifications as follows:

A 24-page publication, page size, 9¼ x 12½ inches. Type page three 15-em columns x 10 inches deep.

1st page, title (electro), 2 inches deep across 3 columns.

Running title over each of the other 23 pages, with rule separation from page mattes.

Reading matter to occupy 40 cols.; and displayed advertising the remaining 32 columns

Body matter to be set in 8-point. Provide for numerous 1-column titles.

Provide for half the advertising to be supplied in the form of plates; the other half to be hand-set. Advertising of miscellaneous sizes.

No illustrations in the reading-matter portion of the publication.

No cover. Publication to be double wire-stitched.

Stock to cost the printer 8 cents a lb., and to weigh 60 lbs. the ream (25x38).

Quantity, 5,000 weekly. Quote separately for extra 1,000's to be run at same time.

Quote separately for wrapping and addressing 4,000 subscribers' copies, with charge for extra 1,000's, printer to provide printed wrappers and use Dick or other mailer. This on basis of yearly contract.

Suppose you were the printer from whom this would-be publisher requested an estimate, what would be your quotation?

The object of asking estimates on these specifications was to put the knowledge and ability of estimators to the test, previous tests of a similar sort—on much simpler jobs, however—having revealed the fact that wide differences in methods and the worth of work obtained. While the specifications, as above set forth, are such as any printer might encounter in the course of his day's work, yet only four men sent in estimates. These courageous men represent Montreal City; a town in Northern Ontario; a town in Nova Scotia, which town produced two estimates.

Only one estimate, that from Montreal, was made out on a regular estimating form. As a consequence complete comparisons in regard to the several items of cost cannot be given. Only one of the estimates, however, was seriously defective in the matter of its presentation—that one from the Northern Ontario town. Its deficiencies in the matter of detail show that certain items of operation and cost have not been considered at all.

THE ESTIMATES

Following is a condensation of the estimates submitted:

	Montreal, City	Ontario, Town	N. Scotia, Town No. 1	N. Scotia, Town No. 2
Stock (with profit)	$100.75	$105.60	$ 89.40	$103.00
Composition and make-up.	182.00	39.56	112.20	101.00
Lock-up	11.25	.....	6.00	4.50
Make-ready	27.75	.....	9.00	8.00
Press work	39.00	16.50	30.00	22.50
Wash up	.....	.....	.....	1.00
Ink	9.00	.....	3.50	5.00
Binding, etc.	27.75	15.00	18.75	20.00
Wrapping, addressing, etc.	6.00	.....	16.25	21.00
Boxing, shipping, etc.	2.00	.....	3.75	.....
Profit added	.....	44.16 (25%)	.....	.....
	$396.50	$220.82	$288.85	$286.00
Additional M's	35.40	.....	28.00	35.00

COMMENT ON THE ESTIMATES

STOCK—It will be seen that the estimates on stock are fairly accurate; one man is low. Some estimators add two percentages to cost figures: one for handling; and one for profit. The item of freight must be calculated and included.

COMPOSITION—Big differences are revealed in this calculation. Clearly the Ontario man is sadly too low. The Montreal man provides for:

Machine Composition	$ 76.00
Hand Composition (Advts.)	56.00
Plates (Advts.)	20.00
	$152.00

The other estimators do not show figures in the same way, though one Nova Scotia man gives composition costs as follows:

Text	$ 51.20
Display	45.00
Plates	2.00
Running Titles	2.00
	$100.20

LOCK-UP.—The Ontario man omits altogether.

MAKE-READY.—Again this item would seem to be omitted, or at any rate sadly under-estimated by the Ontario man, who gives an inclusive estimate on make-ready, running and ink. Obviously he is estimating wrongly, and against himself.

PRESS WORK.—The several detailed estimates here are near enough to indicate fairly correct calculations.

INK.—The differences are suggestive. Where ink qualities and, therefore, prices, differ so much, one may expect wide differences here. The Montreal man uses a 60 cent ink, and 15 lbs. of it. One Nova Scotia man uses a 50 cent grade and 10 lbs. of it.

BINDING.—Including folding, gathering, wiring or stapling and trimming. The calculations here show serious miscalculations on the part of some. The range of differ-

ence—from $15 to $27.75—is too great to betoken accuracy in every case.

WRAPPING AND ADDRESSING.—The Montreal man would seem to have omitted the cost of stock, and the Ontario man to have skipped this item entirely.

ADDITIONAL M'S.—The figures here where given, agree fairly, though one Nova Scotian is 20 per cent. lower than the other.

One man includes $1.00 for wash-up—legitimate charge, if it be not already covered in press-running charge.

It is to be remembered always that the wage scale in different sections and communities must be taken into account.

THE CONCLUSION

The test reveals once more to those who took part in it, and to others who may examine the figures studiously that correct estimating is at the very bottom of profitable printing; also that there are those who are robbing themselves heavily by a failure either to understand estimating in all its ramifications; or who are neglectful or forgetful.

PRINTER AND PUBLISHER urges its printer readers to devise or procure approved estimating forms, such as those used by the Toronto, Montreal or Winnipeg Boards of Trades, for example. These simplify the calculations, protect the estimator from oversights, challenge his calculations, and reveal to him every chargeable item. Doubtless forms such as these can be purchased. A pad of 100 or 500 would cost very little, and that their small cost would be recovered scores of times goes without saying to say nothing of the time saved by their use, and of their educational value.

PRINTER AND PUBLISHER has not attempted to say which of the four estimates submitted is best or fairest. Those interested can make their own inferences—possibly from their own calculations. The main thing, the object of the test, was to make those taking part test their own knowledge and ability, and to reveal to them their development in correct estimating—this by showing them their calculations alongside of others' calculations, and this when the competitive element was absent.

Cost Congress at Cincinnati

A GREAT Cost Congress and Printers' Convention will be held in Cincinnati, October 5, 6, and 7. It is to be hoped that not a few from Canada will attend; and the matter ought not to be left to the initiative of individuals.

Organized printers' bodies should arrange to have a representative, and the principals of large printing establishments should send a member of their staff. The benefits are obvious and great, and are obtained at a very small cost. A circular announcing the Congress puts it this way:

"The reason for the growing popularity of the Cost Congress is found in the fact that it does more to help us in our daily life, in the vital business of making a living for our families than any other modern movement. And any movement which does that, is, next to a man's religion, the best thing on earth to follow. The Cost Congress is the modern substitute for Ben Franklin's "School of Experience." It is the combined experience of many men brought together for each, and condenses into *days* the learning of *years*."

Some of the speakers will be:

Edward H. Hurley, of Washington, D.C., Chairman of the Federal Trade Commission. Subject: "Costs and Credits."

Charles S. Crosman, Washington, D.C., Bureau of Commercial Economics, "Manufacturing and Printing of a Magazine." Moving pictures and colored slides of the Curtis Publishing Company's plant.

J. Horace McFarland, Harrisburg, Pa., President Mount Pleasant Press, Jersey City, N.J.

Henry W. Bullen, Manager of the Efficiency Department of the American Type Founders Company.

W. J. Hartman, of Chicago, father of the Ben Franklin Club movement.

John Clyde Oswald, Editor and Publisher the *American Printer*, New York.

Charles Francis, of New York, President of the Charles Francis Printing Plant.

T. E. Donnelley, of Chicago. Head of the R. R. Donnelley & Sons Printing Company.

The Congress will be held at the Hotel Gibson. The Secretary is James J. Vance, corner Eighth and Race Streets, Cincinnati, O.

Change in Agency Name

ON SEPTEMBER 1 public announcement was made in the daily press and *Printers' Ink* of the change in the name of the J. Walter Thompson Company of Canada to Smith, Denne & Moore.

On May 1st last the business of J. Walter Thompson Company of Canada was purchased from the New York agency of the same name, following upon a change in the stock control and management of the New York agency, Frank G. Smith, who created and "fathered" the Canadian extension securing the Canadian business.

Associated with Mr. Smith as principals are two of the former Canadian company, A. J. Denne, manager of the Canadian company for the past three years, and Major Harold A. Moore, of London England, who for the past five years has been a director resident in London, England.

The new owners of the Canadian company had the right to continue using the J. Walter Thompson Company until January 1, 1917, but they have deemed it best to make the name change now.

Mr. Smith, the president of the re-named agency, is Canadian born. He became associated with J. Walter Thompson Company over 10 years ago and during this period handled the advertising of many of its largest clients, such as John Wanamaker, Canadian Pacific Railway Co., Lackawana Railroad, the H. B. Claflin Co., Salada Tea, Crosse & Blackwell and Wincarnis. His close connection with Mr. Thompson took him to Europe each year, so that he became Mr. Thompson's associate in that field. He was a member of the board of directors of the Canadian and American companies. Mr. Smith continues to reside in New York, being Vice-President of the Colin Armstrong Agency of that city. He continues, however, to give his Toronto interests close attention.

A. J. Denne has been active in advertising work since 1907. After a term as a free lance, he entered the Toronto office of A. McKim Ltd., advertising agents. In 1912 he was the principal service man of this agency. He joined J. Walter Thompson Co. the same year and twelve months later became its manager. Mr. Denne is considered by competent critics to be one of the most forceful advertising writers in America. His work on Mennen's Shaving Cream, Eno's Fruit Salt, Dodge Mill Machinery, is evidence of this. Mr. Denne is a Britisher by birth.

Harold A. Moore, a native of Canada, now a Major in the British Army, has the distinction of being the first advertising man to be decorated for gallantry in action. Following the battle of Neuve Chapelle he was promoted from a captaincy and given the military cross. Major Moore after serving on the New York *World* under J. Angus Shaw, its present treasurer, and filling other important positions in New York and Philadelphia, went to London in 1904. Entering the well known firm of W. H. Smith & Sons he was given the task of organizing an advertising agency for them. Since 1910 he has been a director in J. Walter Thomp-



The principals of Smith, Denne & Moore, Advertising Agents, Toronto. This agency was formerly the J. Walter Thompson Company of Canada. The change is not in the personnel of the agency ,but in the name and ownership. Mr. Smith resides in New York, Mr. Denne in Toronto, and Mr. Moore in London, England. So the agency has an international character.

son Co., and manager of the London office. Major Moore, before the outbreak of the war, made yearly trips to the U.S. and Canada.

Smith, Denne & Moore have an European connection, being actively allied with Société Européenne de Publicité of Paris, who cover continental Europe.

Among the best known clients of Smith, Denne & Moore are the following: Penmans, Dodge Mfg. Co., Bank of Toronto, Crosse & Blackwell, "Eno's Fruit Salt," "Mennen's Talcum Powder," Swift Canadian Company, "Nugget Shoe Polish," "Paris Paté," Ingersoll Packing Company, "Brock's Bird Seed," "Gilson Gas Engines," G.N.W. Telegraph Co., "Willard's Chocolates," "Thermogene."

Canadian publishers have in this agency aggressive workers in Canada, the United States and Europe for the development of Canadian advertising.

Agency and Advertising Items

RICE growers and shippers are preparing an advertising campaign to promote the sale of their commodity.

The Baker Advertising Agency, Toronto, has the account of the Manufacturers' Life Assurance Company, Toronto.

"Delco" Lighting System (Dayton Electric Laboratories Co., Dayton, O.) is being advertised in Canada through the Baker Advertising Agency, Toronto.

The Pullman Company is planning an advertising campaign to win good will. Magazines and daily newspapers will be used.

The North Atlantic Oyster Farms, successors to the Sealshipt Oyster System, will begin advertising again, after an interruption.

R. E. Dildine, sales and advertising manager of the Ames, Holden, McCready Company, Montreal, has been made a director of that company.

The Petrie Manufacturing Company is a new general advertiser. The business is being placed through the Baker Advertising Agency, Toronto.

In New York just now a shortage of fresh milk is threatened—and the Borden Company is taking the people into its confidence as to the exact conditions facing milk dealers.

The Bridgeport Hospital Training School, Bridgeport, Conn., has employed country weeklies to recruit its nursing staff. 100 nurses were secured at a per capita cost of $1.86.

The Baker Advertising Agency, Toronto, put up a plan of advertising for Canada to an American firm that so pleased and convinced it that a campaign in the United States was begun.

Milton Bergey, at one time with the A. McKim Agency, and who has recently been with the Reid Press, Hamilton, as service man, was recently appointed advertising manager of McLaughlin Motor Car Co., Oshawa.

The Bethlehem Steel Company is continuing to advertise—to tell the public about itself. This new campaign follows its recent notable campaign in over 2,000 newspapers to avert threatened inimical legislation by the U.S. Government.

Dorland Advertising Agency, 366 Fifth Avenue, New York City, is placing 150-line 4-col. copy "To Britons Overseas" for the Bank of England, with a few large city newspapers. The fact that the Bank of England has become an advertiser is a marvel of marvels.

The threatened national railway strike, with the proposed settlement, was the subject of a display ad by the National Surety Company, addressed to investors in rail-

road securities, and explaining to them what the terms of settlement, as proposed, would mean to them.

Miss Margaret Pennell, of the J. J. Gibbons Advertising Agency, Toronto, visited the Maritime Provinces last month and called on publishers in St. John, Halifax and Charlottetown. It was Miss Pennell's first visit East of Quebec and she was delighted with the sea-bordering provinces and cities.

The Campbell Flour Mills Co., West Toronto, are advertising in the farm press a competition open to boys and girls. The prizes are free courses at the Macdonald Institute and the Ontario Agricultural College, free cook books and magazines. McConnell & Fergusson are placing the business.

Newspaper advertising is being used freely by both Liberals and Conservatives in connection with the forthcoming British Columbia provincial election. In the same province newspaper advertising is being carried on by the prohibitionists and the "antis." Specially qualified individuals have been engaged to prepare and conduct the publicity.

Both the railroads and the brotherhood of railway employees employed newspaper advertising in connection with the recent threatened strike to make their respective statements to the public. This appeal to public opinion is becoming more and more general—recognition of the power and service of advertising. Advertising agencies were employed to place the copy and doubtless to prepare it.

A fund of $50,000 has been subscribed by men prominent in the dairy industry of the United States for the preliminary work of the big national advertising campaign to increase the production and consumption of milk, butter, buttermilk, cheese, and ice cream. It is proposed to raise $750,000 to cover a complete campaign of three years and to expend in advertising, general publicity, and organization work approximately $20,000, a month for thirty-six months.

Theodore F. MacManus, of Detroit, Mich., has declined an annual minimum retainer of $100,000.00 because it involved the removal of his headquarters from Detroit to Chicago, insisting that infrequency of contract with his Detroit clients and responsibility for too many other advertising accounts might lessen his effectiveness. Mr. MacManus for several years has acted as counsel to Dodge Brothers, the Cadillac Motor Car Company, and the Hupp Motor Car Corporation, and for the past year has written and executed all of the advertising for the Goodyear Tire & Rubber Company.

The Development of Special Advertising

MEMBERS of the American Association of Newspaper Special Advertising held their first annual convention in Chicago on August 14 and 15. Plans and methods for increasing the number of advertisers and the amount of space from regular advertisers engrossed most of the discussion.

John K. Groom, in charge of the foreign advertising of the Aurora, Ill., *Beacon News* and the Elgin *Courier*, described the organization by which the *Beacon News* was able to develop regular advertisers in 131 different lines of business, which were non-advertisers when the present management took over the paper. Much of this business was started by graduating regular accounts from special advertisers. Mr. Groom ridiculed the idea that any newspaper has worked out its field. He stated that there are about 1,000 business firms in Aurora, exclusive of manufacturers and jobbers. Approximately 25 per cent. of these are now regular advertisers, and he refuses to consider his field exhausted until the other 75 per cent. are also in his paper.

F. W. Crabbe, business manager of the Ottawa *Citizen*, attended the convention.

The Association publishes a monthly bulletin, telling of special plans. This is sent to members, each of whom pays $10 a year as a membership fee.

Newfoundland Newspaper Men in Toronto

Dr. H. M. Mosdell, managing editor of the St. John's (Nfind.) *Daily Star*, was in Toronto early in September, in connection with the interests of his paper. Some years ago Dr. Mosdell worked on the editorial staff of the Toronto *World*. and during this sojourn in Toronto he took a medical course at the University.

Another distinguished Newfoundland visitor in Toronto this month was the Hon. P. T. McGrath, publisher of the St. John's *Herald*. Mr. McGrath is chairman of the Legislative Council of Newfoundland and is a well-known contributor to many British and American magazines.

St. John's, a city of 50,000, has five daily newspapers. What city can beat this record?

Co-operative Advertising by Canadian Publishers

CO-OPERATIVE advertising by publishers is increasing in the United States. At least four groups of publications are using page spaces in *Printers' Ink* to sell their individual territories: The Wisconsin Daily League (29 papers); The Nebraska Press (15 papers); New England Dailies (12 papers); and the Illinois Daily League (30 papers).

The Canadian field should be advertised by co-operative effort to the space-buyers of the United States, for Canadian publishers have suffered more than they know because of the lamentable ignorance in the United States concerning conditions in Canada. One Canadian publisher who attended the A.A.C.W. Convention at Philadelphia reported to PRINTER AND PUBLISHER that he was heart-sick to discover the depth of darkness of American advertisers concerning Canada and our present remarkable prosperity.

Before any individual publisher is likely to achieve the best results from his solicitation work in the United States he must first of all sell the Canadian field; and this is a work which can and should be done by publishers in union. In this connection it is interesting to record that the MacLean Publishing Company, publishing fourteen class newspapers and magazines, have begun public advertising in the United States, using page spaces in *Printers' Ink*. But more publishers ought to be allied in this work—for the good of Canadian advertising generally.

Weekly Campaigns

FINE progress is being made by weekly newspapers throughout Canada, and in particular in Ontario, to raise the subscription rate from $1 to $1.50. Following are reports from some district press associations:

GREY COUNTY

With the announcement by the three Owen Sound papers that the $1.50 subscription rate will go into effect September 15th, it looks as though the whole of Grey County will soon be in line with its neighbors, Bruce, Huron and Perth. It is understood that the Meaford publishers and also those in other Grey County centres are giving the matter serious consideration and a definite announcement is expected shortly.

St. Clair Publishers

The chief topic of discussion at the annual meeting of the St. Clair District Press Association, which met at Strathroy on Friday, July 28th, was the $1.50 subscription rate. After a very full discussion of the subject, those present passed a resolution heartily favoring the new rate and deciding to put it into effect on their papers before the end of the year—probably about November 1st—providing the plan met with the approval of the other members of the Association who were not present.

Kent and Essex Publishers

A MEETING of the Essex and Kent Publishers Association was held at Tilbury on Friday, August 18th. R. R. Brett, president, was in the chair, and the following were present: S. Stephenson, *Planet*, Chatham; A. C. Woodward, *News*, Chatham; E. E. Lancaster, *Herald*, Comber; W. A. Shaw, *Times*, Tilbury; H. J. Jerome, *Times*, Bothwell; W. R. Davies, *Herald*, Thamesville; P. H. Bowyer, *Dominion*, Ridgetown; M. Denholm, *News-Tribune*, Blenheim; W. H. Hellems, *Reporter*, Kingsville; B. Lane, *Post*, Leamington; A. W. Marsh, *Echo*, Amherstburg; W. W. Marshall, Merlin.

The matter of increasing the prices of job work was briefly discussed and a committee appointed to revise the price list.

New Brunswick Weeklies Advance Subscription Price

ALL publishers of semi-weekly newspapers in Westmorland County, New Brunswick, will advance the price of their semi-weeklies on October 1st from $1 to $1.50 per annum. These include the Moncton *Semi-Weekly Transcript*, the Moncton *Semi-Weekly Times*, the Sackville *Tribune* and the Sackville *Post*. It is probable that the Moncton *Daily Transcript* and Moncton *Daily Times* will later increase the cut mail price on their dailies.

B. C. Division of the C. P. A.

ROBB SUTHERLAND, manager of the Nelson *Daily News*, was elected president of a newly organized British Columbia division of the Canadian Press Association.

The meeting was attended by most of the publishers of dailies in the province, and by a number of the owners of weekly papers, from as far east as Kaslo. The outcome was the formation of a British Columbia branch of the Canadian Press Association with daily and weekly sections, the latter divided into coast, interior and northern groups, which will meet more frequently than the main organization and will discuss and deal with local situations.

Various economies were considered, such as the limitation of the sizes of newspapers, and the view was general that unless immediate relief in the matter of costs was forthcoming increases in subscriptions and advertising rates were inevitable.

John Nelson, of the *World*, acted as chairman, and Mr. Read, of the *Sun*, as secretary of the meeting.

The meeting, after discussion, decided to organize as the British Columbia division of the Canadian Press Association, for which purpose a resolution was passed asking the latter organization to incorporate the eastern members now associated with the Alberta branch in the one now formed.

The officers elected were as follows:

President—Robb Sutherland, Nelson *News*.

Vice-presidents — F. E. Simpson, *Standard-Sentinel*, Kamloops; Hugh Savage, *Cowichan Leader*, Duncan, B.C.

Secretary-Treasurer—F. J. Burd, *Province*, Vancouver.

Executive—Robert Dunn, *Times*, Victoria; G. H. Sawle, *Herald*, Omineca; L. J. Ball, *News*, Vernon.

Among those present were: James Hill, *British Columbian*, New Westminster; J. H. Hamilton, *Industrial Press*, Vancouver; J. P. Morkey, *Fruit and Farm*, Vancouver; F. E. Simpson, *Standard-Sentinel*, Kamloops; H. A. Stein, the *Sun*, Vancouver; H. W. Power, the *Kootenaian*, Kalso; W. C. Harris, *Garden Magazine*, Vancouver; Robert Dunn, *Times*, Victoria; J. L. Tait, *Colonist*, Victoria; A. Lineham, *News-Advertiser*, Vancouver; R. R. Hindmarsh, *Daily Herald*, Nanaimo; George E. Norris, *Daily Free Press*, Nanaimo; F. J. Burd, *Daily Province*, Vancouver; Robb Sutherland, the *Daily News*, Nelson; George M. Murray, the *Standard*, Vancouver; G. M. Read, the *Sun*, Vancouver.

It was decided to hold the next meeting at Victoria.

Alberta Pressmen Elect Officers

THE first convention in two years of the Alberta and Eastern B.C. Press Association was held in Calgary last month. The B.C. members are now formed into a provincial association and hereafter the Alberta Association will be confined wholly to the province.

The officers elected for the coming year were:

President—A. J. N. Terrill, *News*, Medicine Hat.

First Vice-president—V. C. French, *Times*, Wetaskiwin.

Second Vice-president—R. N. Whillans, *Standard*, Tofield.

Third Vice-president—W. M. Davidson, The *Albertan*, Calgary.

Secretary-Treasurer — John Torrance, *Herald*, Lethbridge.

Executive—F. Burton, *Globe*, Cardston; Charles Clark, *Times*, High River; M. R. Jennings, *Journal*, Edmonton; A. D. Horton, *Observer*, Vegreville; J H. Woods, *Herald*, Calgary; J A. Carswell, *News*, Red Deer.

Publishers' Doings

THE Ottawa *Free Press* brought out a Rotary Club Edition on August 5. The editorial contents of this edition were produced by an editorial board from the Rotary Club, the names of which included representative men in several lines of Ottawa business and professional life. Among them being the General Manager of the American Bank Note Company, a prominent barrister, the manager of the Bank of Nova Scotia, the Inspector of Public Schools and a well-known patent attorney. This work was done at the suggestion of the Rotary Club, and the support which they gave in an editorial and business way was hearty in the extreme. Before the edition was published they supplied copies of other Rotary Editions published in various cities in Canada and the United States from the Springfield *Republican* down to the *Corpus Christi* (Texas) *Morning Call*. It is a matter of fact that the *Free Press* number has cleaned them all up.

The Ottawa *Free Press* is working on specials for the Ottawa Exhibition Week, one of them to be handled similarly to the Rotary Edition for the Ottawa Life Underwriters' Association. This edition was also a "request," the Underwriters' Association asking the *Free Press* to undertake the work on their behalf.

This same paper is also producing an Ottawa Retail Grocers' Edition in connection with the Pure Food Show to be held in Ottawa during Exhibition Week.

Business Manager Findlay assuredly knows how to handle special editions such as these. The memory of his Women's Patriotic Issue is still fresh.

THE Toronto *Daily News* is conducting a Business Girls' Popularity Contest in conjunction with a local battalion. Coupons cut from the newspaper accompanied by ten cents for each coupon is the way the money is collected.

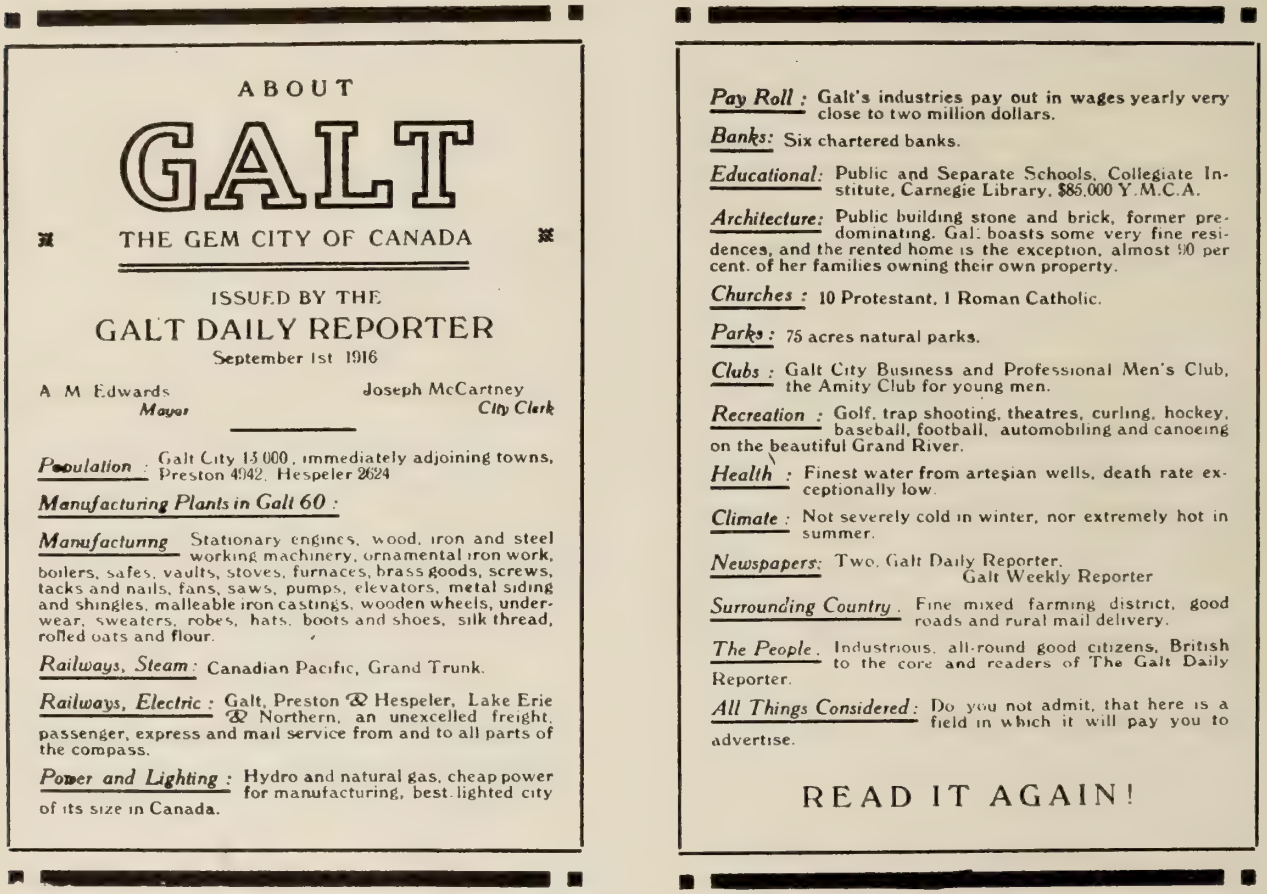
The Montreal *Star* publishes daily portraits of "business men in the public eye."

The Shelburne *Economist* offers prizes in connection with the Dufferin Central Fair, for humorous drawings by pupils of a Dufferin County School; also a prize for the best relic of "Days of the Past," whether war time, peace time, or pioneer days, with tag attached stating what relic was used for and its age.

"Preserving time" was the caption of a special advertising page in the Moose Jaw *Evening Times* last month. Each advertisement was contained in preserving jar design.

local merchants answered the call heartily in larger spaces. Four advertisers had not previously used space at all. Had more time been available much better results could have been secured. The success of the *Observer* should be encouragement to other publishers of weekly papers, not only to turn special occasions to account, but to attempt more all the time. PRINTER AND PUBLISHER extends congratulations to Publisher Fred. H. Stevens, the managing director of the *Observer* on his energy and achievement.

The Regina *Leader* issue of July 22nd might be called an Exhibition Number, as it featured the Provincial Exhibition. Considerable extra advertising on this account was secured. The issues of July 26th and 27th of this same paper contained five special pages which were sold to auto-



ABOUT

GALT

THE GEM CITY OF CANADA

ISSUED BY THE

GALT DAILY REPORTER

September 1st 1916

A M Edwards, *Mayor* — Joseph McCartney, *City Clerk*

Population : Galt City 13 000, immediately adjoining towns, Preston 4942, Hespeler 2624

Manufacturing Plants in Galt 60 :

Manufacturing Stationary engines, wood, iron and steel working machinery, ornamental iron work, boilers, safes, vaults, stoves, furnaces, brass goods, screws, tacks and nails, fans, saws, pumps, elevators, metal siding and shingles, malleable iron castings, wooden wheels, underwear, sweaters, robes, hats, boots and shoes, silk thread, rolled oats and flour.

Railways, Steam : Canadian Pacific, Grand Trunk.

Railways, Electric : Galt, Preston & Hespeler, Lake Erie & Northern, an unexcelled freight, passenger, express and mail service from and to all parts of the compass.

Power and Lighting : Hydro and natural gas, cheap power for manufacturing, best-lighted city of its size in Canada.

Pay Roll : Galt's industries pay out in wages yearly very close to two million dollars.

Banks: Six chartered banks.

Educational: Public and Separate Schools, Collegiate Institute, Carnegie Library, $85,000 Y.M.C.A.

Architecture: Public building stone and brick, former predominating. Galt boasts some very fine residences, and the rented home is the exception, almost 90 per cent. of her families owning their own property.

Churches : 10 Protestant, 1 Roman Catholic.

Parks : 75 acres natural parks.

Clubs : Galt City Business and Professional Men's Club, the Amity Club for young men.

Recreation : Golf, trap shooting, theatres, curling, hockey, baseball, football, automobiling and canoeing on the beautiful Grand River.

Health : Finest water from artesian wells, death rate exceptionally low.

Climate : Not severely cold in winter, nor extremely hot in summer.

Newspapers: Two, Galt Daily Reporter, Galt Weekly Reporter

Surrounding Country : Fine mixed farming district, good roads and rural mail delivery.

The People : Industrious, all-round good citizens, British to the core and readers of The Galt Daily Reporter.

All Things Considered : Do you not admit, that here is a field in which it will pay you to advertise.

READ IT AGAIN!

These are two inner pages, full size, of a 4-page leaflet prepared by John A. Head, Business Manager of the Galt Reporter, for distribution among "foreign" advertisers and agencies—This to save a lot of writing to tell them how good a place Galt is. This is a good idea, and one worth imitation by other publishers. Doubtless local manufacturers and others would be willing distributors of a piece of printed matter of this nature—as an envelope enclosure.

The Vancouver *Province* published last month in connection with a regular issue a special supplement, designated "An Industrial Review of Vancouver and British Columbia." Its special articles were pertinent, varied and excellent. Illustrations were numerous, much special advertising was carried.

This same paper conducted a free Home Economics School last month, which enterprise was turned to profitable account by the advertising department.

The Sackville (N.B.) *Tribune* conducted a Dollar Day event recently.

The Carleton *Observer*, Hartland, N.B., "cashed in" handsomely on the occasion of a Knights of Pythias picnic. Only 12 working hours before press time were granted the publisher to develop the special advertising carried, but

mobile distributing agents by enlisting the co-operation of their dealers in the surrounding districts. Much letter writing was required to secure the consent of the full number of dealers, but it was successfully accomplished and the pages appeared on schedule time. These issues of the *Leader* are excellent examples of bright and good ideas successfully carried out. G. H. Tyndall, the advertising manager, has added to his good record.

The Peterboro *Examiner* put on a Dollar Day event in August.

The Moose Jaw *Evening Times* had a special feature page headed "Prepare for School," and obtained an entire page of local advertising.

The *Daily Warder*, Lindsay, has a Choice Fruit feature page.

Pointed & Pointless

BY SIX-POINT BILL

A VERY good friend of mine, who is one of the bright young business men of Toronto, Mark G. Cohen, a member of the firm of The Levi's, sends this letter. It's calculated to make a fellow sit up and find out what's the matter with him. Burning waste paper worth from $9 to $15 a ton is foolish, no other word will suit. And when we consider that $9 worth of coal will give more heat units than $999 worth of waste paper—well, can you imagine a word or words that will describe such waste? If I were to attempt the words, they would be so warm as to "bust" the typesetting machine and knock the operator with his golden harp into the middle of the week after next. I know the kind-hearted reader has a warm feeling for the operator and some care where Six-Point Bill will reside after his "30" is written, so I'll let Mr. Cohen tell us about the waste and our indifference to the conservation of paper and paper-making material. Mark says:

Six-Point Bill—The United States Federal Trade Commission is conducting an investigation of the News Print Industry and for the accumulation of proper data they have issued a schedule of questions to be answered by the publishers, one of which is as follows: "What is your percentage of white waste, of printed waste, and what have you done to conserve waste?" This is a question that every printer and publisher should ask himself. You who preach, do you practice? You who have cried aloud for conservation. What have you conserved? What are you doing to save our pulp forests from the ax? Personal investigations have shown me that the publisher who should take the lead in this all-important conservation movement has not yet opened his eyes to the new day that is dawning. Grocers and dry goods merchants have harkened to the call, but the publisher composes another wordy editorial and uses his waste paper as fuel for the press room stove. Fuel at from $9.00 to $15.00 a ton is rather expensive, even if our level-headed friends do not figure the heat value per ton as compared with coal or cordwood. However, "nuff sed." I leave the inference to the "Moulders of Public Opinion." Let them read one of the aforementioned editorials, forget that it is the offspring of their own brain and then commence to—SAVE AND SERVE.

* * *

I think it was Bret Harte who said that for ways that are dark and ways that are serene, you have to hand it your laundryman, that is, if he originated in the neighborhood of Hong Kong. But there are others. Anyhow, the investigation of the news print paper situation in the Yewnited States of America, under the Sherman Act, held in the city of Washington, showed that some of the newspaper publishers paid $38 a ton and others paid $120 a ton. And some of the publishers were afraid to "speak out" for fear that they would get it in the same place as the fellow who paid the top price. That is exactly what the investigation showed, for I read a 12-page full report of it in the *Editor and Publisher*. The evidence also showed that one-third of the news print used by United States papers came from Canada, one-third was made by the mills of the International Paper Company, whose president, Mr. P. T. Dodge gave straightforward, valuable testimony and opened the company's books and records to the Government officials and helped in every way, and the remaining third is made by many small mills. Mr. Dodge said his company would build a large news mill in Canada, that the company had 30,000 miles of pulp timber in this country. This testimony caused me to ask myself a question which I could not answer satisfactorily, and it is this: "Are any of the newspaper publishers in this country buying news print at say $2 or $40 per ton, and other publishers paying around $4 or $80 a ton. Now, who can answer the question; don't all speak at once. You have the floor, Mr. Publisher, and a very attentive audience.

* * *

In this old world history keeps repeating itself, only a little better. This is a Hibernianism, but it will save a couple of hundred words explanation, and the reader will understand perhaps not as well the meaning intended. Over 30 years ago the book and job trade of New York was in a very bad condition. Proprietors suffered, and so did employees. Both employer and employee got together. Price-cutting must cease. The employers were led by the late Theodore L. DeVinne, who contributed $600 in one lump to the movement, and no one knows how much more. Other employers contributed generously. All the job shops were rounded up, the same rate of wages was paid in each shop. Employer and employed improved conditions to such an extent that New York was raised from the cellar position in the book and job trade of America to its present position at the top. New York job shops were the crudest in all North America at one time. History repeated itself in Boston. A few good shops existed prior to 1913, but that is all—they just existed. Price cutting was the prevailing custom. Men, real live men, took the situation in hand—employer and employee. Boston town is fringed around with various smaller cities ranging in population from 10,000 to 100,000. So it was decided to group the bunch to be known printorially as Greater Boston. Wages were made the same in all. George H. Ellis, of Boston, at one time president of the United Typothetae of America, as chairman of the local employers' commitee, and Bert G. Brady, of Indianapolis, one of the most expert negotiators of America, representing the employees. These men and their associates worked hard for three years, with the result that what was accomplished in New York was repeated in Boston. The employers must have contributed at least $10,000 to the movement, and the employees not a cent less. The result is the first arbitration agreement between the typothetae and the printers. It seems to me that it is not far distant when every one engaged in the printing trades will have to put her or his shoulder to the chariot and make the industry what it should be. How many employees are there who tell the fellow that they spend their money with those they patronize such-and-such an industry or store because it uses printers' ink? The same question might be asked the employer. If the men and women employed in the printing industry were organized into real bunch of boosters to boost printing in all its branches, do you not think that you would benefit? One of the very reasons that printing is a cheap industry is because we all treat it as a cheap industry What has been accomplished in New York and Boston can be repeated in every town, city or village on this continent.



Engravers Must Compete

DAILY newspaper publishers of New York and representatives of magazines conferred with District Attorney Swann on August 16 regarding the indictment for combination in restraint of trade of eight members of the Photo-Engravers Board of Trade of New York, Inc., and urged Mr. Swann to push the prosecution of the case vigorously.

They stated that the engravers had raised their prices exorbitantly in New York and other cities, and that it was necessary for the continued prosperity of publishing houses that the alleged conspiracy be checked at once at its starting point in New York.

It was pointed out that manufacturers of other supplies might follow the example of the photo-engravers and endanger the existence of the small publishers if the present prosecution was allowed to lapse.

Victor Ridder, publisher of the *New Yorker Staats-Zeitung*, said that the engravers had already broken their agreement with District Attorney Swann in failing to discontinue practices which he considered illegal.

The district attorney replied that the violation of the law was certain beyond question, but that he hoped to reestablish competition among the engravers of the metropolis without carrying the matter to court. He added that if his efforts along this line were unsuccessful he would bring the case to trial not later than October.

The alliance of the union and the Board of Trade is the most interesting feature of the situation. Last winter the union went to the Board of Trade and asked for a substantial increase in wages for the employees, suggesting that in order to pay this increase members of the board should raise their prices. This increase, known as the "standard scale," was announced last March and went into effect in about forty cities.

Up to this time it has been resisted successfully only in one city, Cincinnati, where a strike is still in progress.

The increases amounted to from 20 to 200 per cent., and are said to average 100 per cent. on all work. In return for the increase of wages, the union pledged itself in Clause 10 of the agreement which was entered into with the Board of Trade, to work only for members of the board, while members of the board were to employ only members of the union. If the agreement worked out successfully, it was provided the employers would raise the wages of their men on December 1 next, instead of waiting until June 1, 1917, the next period of wage-readjustment, under the agreeemnt which was superseded by that of last March.

The net effect of all this was to bar out competition in the photo-engraving industry—so the grand jury found when it investigated the matter. A former scale of prices was fixed to which every member of the board was required to adhere. Not only that, for the few independent photo-engravers, as has been said, were required to join the board and conform to its scale of prices.—*The Fourth Estate.*

* * *

The foregoing is interesting to Canadian publishers and printers in view of the alleged combination among Canadian photo-engravers, and of the decision of the Trade and Class Section of the Canadian Press Association to have the matter investigated by the processes of law.

Review of Publication Received

AN INTRODUCTION TO THE STUDY OF ORGANIZED LABOR IN AMERICA. By George Gorham Groat, Ph.D., Professor of Economics in the University of Vermont. The MacMillan Company, Toronto and New York. 494 pages.

This is a teacher's book for students—ample, orderly and thorough. Its contents are indicated by its chapter divisions: The Background; The Structure; Collective Bargaining; Political Activity; Transitional Stages; Suggestions for Further Reading is a valuable feature.

Organized labor in Europe and America is a social phenomenon; a token of emancipation. It is indicative of a new social psychology. The organized labor movement cannot be "downed." It is as inevitable as organized capital, and its objective is the same: namely, group or class betterment.

In the book under review the author has confined his treatment to that phase of the labor movement which is organized labor. His material is concerned chiefly with the activities of the unions, but he describes also the background of the labor movement and the current forms of association and gives an account of transitional movements.

Wage Theories, Modern Industrialism, The Knights of Labor, The American Federation of Labor, The American Trade Union, Women and Unionism, The Strike, Arbitration, The Boycott, The Closed Shop, The Trade Agreement, Restriction of Output, Legislative Methods, Labor Legislation, Political Labor Party—these suggest the line of study and treatment.

The war has revealed the power of organized labor in Great Britain as nothing else ever did, showing it to be a force to be reckoned with by governments and statesmen; and when the war is over organized labor is bound to receive a recognition by capital not willingly accorded it in the past. The enmity between capital and organized labor so long continued, so bitter in its expression, so calamitous in its fruitage, rests to some extent on misunderstandings, and to a larger extent on the failure of both sides to recognize the other side's point of view and rights. That there is antagonism of interest there is not a doubt, but at bottom the conflict is based on the first law of life—self-preservation or protection. The new industrialism which will follow the war; and the new economic conditions brought about by trade pacts, man-shortage, emigration, and consequent new social conditions, call for a coming together in mutual accord and purpose of capital and labor. Better relationships can be established only when there is a better understanding of the organized labor movement, and a closer study and analysis of social mechanics. Professor Groat's book is a timely volume, and its careful reading by all employers of labor, as well as by the employed classes, will be productive of much good.

This is a volume which every editor should have on his book-shelves for frequent reference, for the problem and subject of organized labor are certain to bulk very largely, and even more largely, in the social and industrial politics of this country—as witness, for example, the present conflict between the railway brotherhoods and the railroads.

The Ownership of Drawings, Engravings and Electrotypes

"WHO owns the plates" has been widely discussed pro and con by the printer and his customer. This mooted question can be ably handled, and to the entire satisfaction of all concerned, if printers will govern themselves in accordance with the trade custom which has been printed for several years in the Standard Price List of the United Typothetae and Franklin Clubs of America, and reiterated by the Executive Council of the National Organization at their July meeting. The trade custom is as follows:—

"All drawings, engravings and electrotypes, made or bought by the printer, and used in the production of a complete job, remain the exclusive property of the printer and do not become the property of the customer unless distinctly so specified in the original contract, and charged for specifically in the bill."

THE EDITORS' VIEWPOINT

The Lubricated Hand

AN article under this caption in the August issue of PRINTER AND PUBLISHER was favorably commented upon by salesmen. The "greased paw" is the hardest problem to solve by honest men who represent honest houses. The utter foolishness of the "greased paw" method of salesmanship is at once apparent when a little thought is bestowed upon the question. In plain Anglo-Saxon, a man may turn in orders by the "grease," but his usefulness is gone. He puts himself absolutely at the mercy of the concern that supplies the lubricant. And the chances are that he will lose his position, for the concern knows that he is "approachable," and places no real confidence in his ability. He has not one chance in a thousand of being employed by a house that conducts its business absolutely on the square. And be it said to the credit of the vast majority of business concerns, the square deal is the first commandment in the decalogue. Again let us repeat, "the practice is a most pernicious one," and those who employ the "greased paw" to make sales are "the meanest of all crooks."

Reimposition of Customs Tax on Printing Presses ?

THE manager of a Toronto type foundry informed PRINTER AND PUBLISHER that it is possible that a reimposition of the Customs Tariff on all printing presses will result at the next session of Parliament. This gentleman and the manager of an American printing press company interviewed the Customs department as to having the duty removed from a cylinder press smaller in bed than that allowed in under decision of the Canadian officials. The ruling now is that a press of not less value than $1,500 and which will print two pages of a five-column newspaper, standard column-width and length, must pay the tariff schedule and the war tax. Presses of larger size do not pay war tax nor the duty at port of entry. The manufacturer of the press above mentioned, and for which the Toronto type supply house is agent, claims that his cylinder press is discriminated against.

It was while the question of this discrimination was under discussion with the Customs officials that the hint was thrown out that all presses would pay duty in future. As PRINTER AND PUBLISHER pointed out last month and again points out in the note following, a tariff tax on presses would be a mistake. The facts are that Canada is too small a country to support a press manufacturing industry. For a half century press manufacturing in this country has been a failure. Then why should the printing industry carry the burden of a Customs tax on printing presses any longer?

The Duty on Printing Presses

THE printing industry is awake to the great handicap it has labored under in Canada. The head of a Canadian printers' supply house said to PRINTER AND PUBLISHER that every bit of material used by the printing man is imported and taxed as is no other industry. There have been attempts to manufacture type and printing machinery in Canada during the last forty years, and the Canadian printer knows with what result. The entire population of this country is not much greater than New York and the Jersey cities along the North and East rivers. It is safe to assert that one-half of Manhattan Island uses more presses, type and typesetting machines than all Canada combined. If a press manufacturer of any magnitude were offered that portion of New York as his share of the business, he would not consider it for a moment. And yet the printing trades in Canada have put up with as intolerable a condition for years, and been taxed for it. To make Canada a big printing country, the unfair tax must be removed, or greatly reduced. The removal of the tax on the job press would be the first step in the right direction. The job printer is entitled to the same treatment under the customs schedules as the big newspaper publisher, who pays no war tax nor customs tax on his presses or typesetting machinery. PRINTER AND PUBLISHER is ready at all times to support any reasonable attempt to build up Canadian industry, but the half-century failure to establish a printing press industry in this country forces us to speak out as we do for the square deal for all.

Uneconomic Publishing

WHY should Toronto, for example, have six daily newspapers to give the public its daily news? Each newspaper duplicates the news and to a large extent the advertising of advertisers. Where they diverge in the matter of their contents is in their special features and opinion-making articles.

In the economic construction of the world which will be absolutely necessary when peace is established, one of the great aims will be to prevent the overlapping or duplication of human endeavor to produce the same thing. Human energy will be viewed in a new way. Its waste, and its unguided and misguided employment, will be offensive to governments. The individual will become less and less individualistic, organization and collectivism will have a new meaning and applications. And this in the working out may affect newspaper ideals and practices.

The chief reason why we have so many newspapers today is unregulated competition joined to the right of individuals to do what they want to do to make a livelihood or to make a fortune. In the new day that is dawning there is likely to be a regulation of human time and energy, looking forward to its conservation and more profitable employment for the body politic. Why should there be half a dozen or more men, for example, at the police court each to procure identical material? Why should the same news items be gathered, printed and distributed by half a dozen newspapers for conveyance to the same community? It is all horribly uneconomic.

One wonders if the future will see fewer newspapers, a consolidation of newspapers. This for the wiser and more profitable utilization of human time and energy in their relation to the state and society. If this condition should develop, then there would be room and need for more opinion-making and specialized publications.

NEWS ITEMS—MAINLY PERSONAL

Mrs. Jeremiah O'Donovan Rossa, widow of the Irish "patriot" and journalist, is dead in New York.

During a week last month several trains arrived daily at St. John from Grand Falls bringing large shipments of paper for the Old Country.

National Newspaper Window Display Week will be held October 9 to 14, when, it is believed, more manufacturers will use this publicity than ever before.

Hereafter the New York *Herald* will sell in New York and the Metropolitan district for one cent, instead of three. All morning papers in the city now have the uniform price of one cent.

Three bombs exploded beneath the floor of The Menace Publishing plant at Aurora, Missouri, slightly damaging the publishing company's plant, and setting fire to a mass of copies of *The Menace*, an anti-Catholic publication, just off the press.

Col. Walter James Brown, who commanded the 4th brigade, C.F.A., in France, returned to Canada to do D. A. G. work at London. The Colonel returns to the front in October. Col. Brown was agricultural editor of the Toronto *Globe* for several years.

The German military authorities have established a punitive camp for troublesome Germans. A decree promulgated on Monday consigned to this camp the entire editorial staff of the Leipsic *Volks Zeitung*, a daily newspaper. These journalists are to be interned until the end of the war.

Owing to the scarcity of billposters and the great shortage which exists in supplies of poster paper the Underground Railways of London are ceasing to issue any more of the artistic posters which have become so familiar a feature in the neighborhood of Underground and Tube stations.

Because of allegations made in newspaper advertisements inserted by him, Henry Ford, of Detroit, the famous automobile manufacturer and peace advocate, has been sued in the Supreme Court of New York for $1,000,000 damages by the Vitagraph Company of America, a motion picture concern.

Mr. J. Henry Hamilton, foreman of the *Republican-Journal*, Ogdensburg, N.Y., has been working as a printer in that office for over fifty-five years. He is in his eighty-third year, and has outlived all the friends of his youth, who feared that the "smell of the ink" would ruin his health and send him to an early grave.

Adolph S. Ochs has celebrated his twentieth anniversary as publisher of the New York *Times*, and the employees of every department of *The Times*, past and present, joined in congratulating him upon the occasion.

Mr. Ochs went to New York from the Chattanooga (Tenn.) *Times* in August, 1896, after publishing that newspaper for eighteen years, and purchased the New York *Times*, which, since the death of George Jones in 1891, had gradually lost its hold on the New York reading public. He began his newspaper career "sticking type" on the old Knoxville (Tenn.) *Tribune*, and in June, 1878, purchased a half interest in the Chattanooga *Times*, an interest which he still retains. He later became proprietor and editor of the Philadelphia *Public Ledger*, but sold his interest in that paper to Cyrus H. K. Curtis in January, 1913.

Highly-colored accounts have been appearing with regard to German journals "killed" by the war. The following figures



ROBB SUTHERLAND.

Elected president of British Columbia Division of the Canadian Press Association. Mr. Sutherland is the manager and secretary of the Nelson *Daily News*.

are, however, authoritative: Since the outbreak of hostilities 1,067 papers and journals in the German language (amongst them 221 political dailies) are still running; 1,295 journals (amongst them 287 political dailies) have suspended publication. This gives a total of 2,362 (inclusive of 508 political organs). Against this must be set an increase of 942 journals (including 210 political dailies) up to the present time.

After seeing in the Bureau de la Presse, in Paris, a private showing of "Mutt and Jeff" films, the censor refused to permit a public exhibition of the pictures. The reason assigned for refusal was that the creatures of Mr. Fisher's pen, shown as joking with their superiors in the French army, perpetrate acts of levity not in conformity with discipline. "Mutt and Jeff's" actions in the Russian army—where they take the Czar back to New York to see the Willard-Moran prize fight—were also regarded as in bad taste by the French censor.

The State Department at Washington has forwarded to the American Embassy at London, without comment, a protest by several American newspaper correspondents stationed in Germany against censorship of mitting the protest and was bound to proceed cautiously in dealing with the subject. It has been informed that the German Government is freely exercising the same right of censorship over news originating in America and despatched to Germany.
their despatches by the British. State Department officials pointed out that the Department had not committed itself in trans-

The Canadian statutes, in English and French, for 1916 have been published. In addition to the public and private statutes and the usual selection from the Imperial statutes and the Imperial and Canadian orders-in-council, the volume also includes the resolutions passed by the two houses for the increase in the number of senators and the extension of the life of the present parliament, as well as tables showing all amendments to the last edition of the revised statutes. The compilation, of course, includes the business profits war tax act and the measure to assist provincial legislation in restricting the sale or use of intoxicating liquors.

Some years ago a young Canadian, K. C. Beaton, started to write a feature of droll comment on local affairs, set in the guise of partly pied type, for the Seattle *Star*. He was quickly drafted by the *Post-Intelligencer*. His work caught the town, and he was called to San Francisco to work on the *Examiner*. His vogue grew. Later, Los Angeles acclaimed him. Now the New York *American* affords him an opportunity to capture metropolitan favor, and, with his feature of "Ye Towne Gossip," K. C. B. is winning New Yorkers as he won the folks out West. His quaint, whimsical, childlike comments on current events and well-known people have a quick appeal. He is a real humorist, with a method of "getting over" his ideas that is all his own.

BRITISH COLUMBIA.

The Summerland *Review*, has celebrated its eighth birthday.

J. B. Fitzmaurice, a successful Canadian cartoonist, has rejoined the staff of the Vancouver *Province*. He has been on papers in Montreal, New York and other Eastern cities.

C. A. Abraham, well known throughout the West as the former manager of the Winnipeg *Telegram*, was in Kelowna last month. He is interested in fruit farming and spent a few days looking over the country. Accompanying Mr. Abraham were Mrs. Abraham and Miss Audrey Abraham.

James S. Scripps of San Diego, who with his father and uncle, own no less than between thirty-five and forty daily newspapers between Seattle and Boston, was in Vancouver last month. The Scripps family entered upon newspaper work in America back in 1790, when the Rev. James Scripps issued a paper on the frontier of Illinois. In

England the family had been connected ever since the times of Caxton, with printing and book-binding.

ALBERTA

Mrs. Ambrose Dickens, of Edmonton, secretary of the Canadian Women's Press Club, is leaving Edmonton shortly to reside at Kenora.

Lieut. Ernest Beaufort of the 194th Highlanders Battalion, has received an appointment in the office of the Chief Press censor for Canada, with headquarters at Ottawa. Mrs. Beaufort is a member of the Edmonton Women's Press Club.

Alexander Rollins McLeish, of Redcliff, is dead. Mr. McLeish started the publication of the Redcliff *Review*. At that time he had no plant, but had the paper printed in Medicine Hat. The deceased was born in Kilmacolm, Scotland.

After one month of prohibition in Alberta, the Stettler *Independent* falls in line with a few other progressive papers in Alberta, and entirely refuses to accept any advertisements from concerns soliciting orders for intoxicating liquors to be shipped into Alberta.

M. J. Hutchinson, business manager of the Edmonton *Bulletin*, has been in the East visiting both New York and Toronto. He reports steady improvement in publishing conditions in Western Canada, evidence of which is to be found in his reported intention of buying a press.

Ptes. Ernest and Cecil Ottaway, who are now in England, have enlisted together in the Machine Gun Section of the 82nd Battalion. They are sons of Mrs. S. G. Ottaway, of Pandash P.O., Ont. Both boys were printers in Toronto before going to Calgary, where they enlisted.

W. S. McCulloch, a former well-known Hamilton man, has become the sole proprietor of the Monitor *News*, a weekly paper published in a Southern Alberta town. Mr. McCulloch, has been editor and part owner of the paper for some time. He has recently taken over the plant and will direct the future destinies of the journal.

SASKATCHEWAN.

The Rosthern *Enterprise* is conducting a voting contest in which a Ford touring car is the major prize.

H. M. Heuston and Allan Holmes, owners of Prince Albert *Herald*, have taken over the management of Regina *Evening Province*.

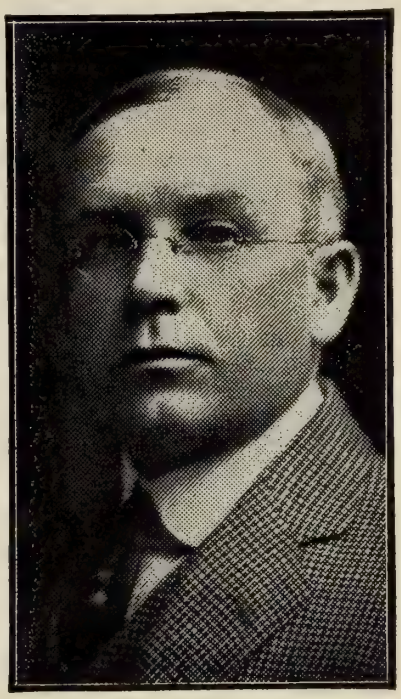
J. M. Fraser, publisher of the Saskatoon *Saturday Post*, is reported to have secured a controlling interest in the Saskatoon *Phoenix*, and is reorganizing the staff.

C. B. Keenleyside, a former Brantford newspaper man, now in the West, has just been made a Lieutenant-Colonel, and authorized to recruit a battalion in Southern Saskatchewan.

A. E. Boyle, who was some years ago prominent in Canadian journalistic circles as Western correspondent of the Toronto *Globe*, and later editor of the Regina *Standard*, has been appointed secretary of the Winnipeg Board of Trade.

The Saskatoon *Phoenix* has started a subscription list on behalf of Seager Wheeler, the wheat wizard of Saskatchewan, who has lost his entire crop through the ravages of a hail storm. Mr. Wheeler has brought fame to the Saskatoon district by winning three years in succession the prize for the best wheat grown in America.

Two writs for libel have been issued against *The Evening Province* newspaper by J. Nolin, M.P.P., Athabasca, and J. P. Totzke, M.P.P., Vonda. Damages to the extent of $25,000 are claimed. The suits arise out of an editorial article in *The Province* wherein it is stated that had Clayton Peterson told the truth and all he knew, Nolin and Totzke would have been proved guilty before the Brown-Elwood Commission of accepting a bribe from the liquor men in connection with the Government bill to banish the bar.



C. A. ABRAHAM,

Well-known Canadian journalist, who is retiring from the Winnipeg Daily Telegram, of which he was manager for several years.

MANITOBA

The daily average paid circulation of the *Manitoba Free Press* for July was 81,211.

M. E. Adamson, business manager of the Winnipeg *Tribune*, visited Eastern Canada recently.

W. T. Sweet, of the MacGregor *Herald* office, who left with the 44th Battalion, is at present in an hospital at Bramshott, Eng., to undergo an operation for knee trouble before going to the front.

S. E. Wrigley, publisher of the *Military News*, Winnipeg, has enlisted with the 222nd Battalion. He formerly was a member of No. 11 C. A. S. C., and the 48th Highlanders, of Toronto.

C. S. Douglas, a former member of the Manitoba legislature and ex-mayor of Vancouver, who in 1877 edited a Fort William newspaper and afterward moved to Emerson, Man., was saved from drowning at English bay, by the combined efforts of two children. Mr. Douglas is in a serious condition suffering from pneumonia.

With the object of gaining first hand knowledge of the practical side of their daily studies at the Mackenzie Military Convalescent Home, a party of returned soldiers from that institution, in charge of their instructor, Sergt.-Major Warwick Angus and J. W. Smith, teacher in charge of the arts and crafts course, visited the Winnipeg *Free Press*, and were shown over the various departments. The men were intensely interested in the work of the mechanical departments, and as a souvenir carried away with them slugs bearing their names and struck off by the linotype operator.

ONTARIO

St. Thomas had a Dollar Day in August.

The Peterborough Review and Publishing Company is to be wound up.

W. C. Whitcomb has started a printing shop on Front street, Sarnia.

The Brantford *Expositor's* Dollar Day on August 10 was one of the best the district has produced.

Fire slightly damaged the office of the Smiths Falls *News* last month, and water a great deal more.

W. H. Kerr, of the Brussels *Post*, on August 1 completed 36 years of county newspaper work in Huron.

Col. Wm. Egelton, a former London *Free Press* man, and for years editor of the Toledo *Blade*, died recently.

Charles Loney, for the past four years a member of the Welland *Tribune* and press staff, has removed to Sudbury.

The Sudbury *Star* has installed a Standard Monotype equipment with duplex keyboard and lead and rule models.

Ernest B. Roberts, formerly on the staff of the St. John (N.B.) *Globe*, has joined the reportorial staff of the Toronto *Globe*.

Augustus Bridle, editor of the *Canadian Courier*, visited Western Canada last month. Britton B. Cooke has charge during his absence.

At a meeting of the St. Clair Press Association held in Sarnia, it was decided to increase the subscription price of weeklies to $1.50.

Pte. George Dottridge, formerly a copy reader on the London *Free Press* and the Brantford *Expositor*, was recently reported wounded.

The Elgin *Sun*, of West Lorne, early in September will issue a special edition in magazine form for the benefit of the patriotic funds.

W. J. Mitchell, editor and publisher of the Clinton *News-Record*, formerly of New Hamburg, died in Victoria Hospital, London, recently.

George Blatchford, an employee of Listowel and Exeter papers, was drowned recently at Goderich while attending a church picnic.

Mrs. A. J. Barrie, Port Arthur, Ont., is president of the Canadian Women's Press club of that city. Her girlhood was spent in Strathroy.

The $1.50 subscription rate was adopted by the newspapers of Owen Sound at a recent meeting of the local publishers. The new rate is in effect Sept. 15.

Norman O. Mick recently severed his connection as advertising manager of the Cobalt *Nugget* to take a similar position with the Winnipeg *Evening Tribune*.

Miss I. F. Dawson, daughter of W. Dawson, publisher of the Parkhill *Gazette*, is with the MacLean Puolishing Company, Toronto, attached to the editorial department.

Mr. and Mrs. George Hahn, of La Porte, Ind., formerly of Chatham, have been visiting in Chatham. Mr. Hahn did newspaper work in Chatham for three and a half years.

Frank Perkins, editor of the Petrolea *Topic* for some time, and who enlisted as a private in the second divisional cavalry, has been given a commission in the 17th Battalion.

T. Neelands, editor and publisher of the Hensall *Observer* for 21 years has sold the plant and paper to Hugh Buchanan of the village, who for some time acted as his assistant.

Miss Annette Whalley, daughter of T. W. Whalley, formerly publisher of the Dundas *Star*, and more recently of the Peterboro *Review*, is on the editorial staff of the *Dry Goods Review*, Toronto.

Stewart Lyon, managing editor of the Toronto *Globe*, has been "somewhere on the New England coast." During his absence Dr. J. A. Macdonald, formerly managing editor was in charge.

Peter Wilson, formerly editor of the Kenora *Examiner*, has gone to Verdun, Quebec, to assume the editor-managership of the Verdun *Echo*. James Wideman is now editing the Kenora *Examiner*.

H. B. Cowan, editor and publisher of the *Farm and Dairy*, Peterboro, Ont., made a visit to the Pacific Coast last month in the interests of his publication. He stopped off at many points, going and returning.

J. F. Perkins, editor and proprietor of the Petrolea *Topic*, has been given a commission as a result of excellent services rendered at the front. He is well-known among newspaper and business men in Western Ontario.

Principal H. F. Gardiner, former editor of the Hamilton *Times*, and a well-known newspaperman, has resigned the principalship of the Ontario School for the Blind at Brantford and will devote the rest of his life to literary pursuits.

Pte. Stephen Pollard, for a time on the staff of the Toronto *News*, has been killed in action. His father, J. M. Pollard of Oakville, is a Civil War veteran, and has two grandsons at the front. Deceased was employed on the Montreal *Star* before enlisting with the 60th Battery.

F. C. Mills, late of the Chatham *News*, has joined the Hamilton *Review* as business and advertising manager. Mr. Mills is a well-known Hamilton newspaper man, having been advertising manager of *The Herald* for several years, and also connected with the editorial department of *The Times*.

Edward J. Guy has gone West on his annual "Crop Inspection" trip, and will be away a month. Mr. Guy represents several Canadian dailies in Toronto, his Western list being the Winnipeg *Free Press*, the Regina *Leader*, the Calgary *Herald*, the Edmonton *Journal* and the Saskatoon *Phoenix*.

The military cross has been awarded to Captain Perry Acland, of the 15th Battalion, for conspicuous bravery at the front. Captain Acland is the son of F. A. Acland, Deputy Minister of Labor, and formerly on the staff of the Toronto *Globe*. He was slightly wounded at Hooge, but is still with his regiment.

Lieut. A. H. C. Andrews, who was prior to the war, a Toronto *Star* reporter, left with a draft of officers for England on just one hour's notice. He was at the station saying good-by to friends, when word came that one of the officers could not go. He immediately volunteered, rushed home, packed and was back inside an hour.

John S. Scott, circulation specialist, has just concluded a very successful campaign for the Fort Francis, Ontario, *Standard*. He has now gone to Newcastle, N.B., to put on another campaign for the *Union Advocate* there. His campaign for this paper last year was exceptionally successful, as is attested by the fact of his re-engagement.

After a year and a half at the front, filled with adventure of intense interest, Captain Walter Curran, who went overseas as the representative of the Ottawa *Evening Journal*, is back on sick leave. While abroad Captain Curran qualified at the Canadian Military School, Shorncliffe, and now holds an active commission, being attached to headquarters staff.

The Kenora *Examiner* has again changed hands, James Weidman being the new owner. Peter Wilson, the former proprietor, has retired to go into other business. Mr. Weidman is an experienced newspaper man, having been in newspaper work in Kenora when it was Rat Portage. He formerly published a Conservative paper, but is now a Liberal.

When Lieut. E. E. McCammon, left the Kingston *Standard* to serve at the front, the staff of that paper presented him with a wrist watch. Recently the watch was sent to his sister in a somewhat dilapidated condition. The face had been shot off and part of the hands were missing. The watch no doubt saved him from serious injury as it had been struck by a German bullet.

The Toronto *Daily News* has installed a Hoe Double-Quad which, with a similar press now in use, may be used as an Octuple, capable of printing 24,000 papers an hour. Used as Double Quads, the two presses have a capacity of 48,000 papers an hour. On this press there can be printed in two colors from four to thirty-two pages, collected or in sections. This doubles the present equipment of *The Daily News*.

Collingwood was honored last month by having the Poster Advertising Association of Canada convene there in annual session. Between sixty and seventy members were present representing every province in the Dominion and many of the leading cities. Among those present was C. C. Lindsay, one of the originators of the association and a past president. Another member who is widely known in Ontario is H. B. Donly.

A German soldier, holding the rank of Sergt.-Major, who was captured on the Ypres salient on July 15, when searched was found to have in his pocket a copy of the Kingston *Daily Standard*, but how he came to get possession of an issue of this paper is a mystery to all, even to the colonel of a certain battalion who has sent this information to the *Standard*. The officer pledges his word that the paper was found on the German. It is thought that he took it from some Canadian. The Hun had the iron cross pinned to his breast and he also had about six inches of ribbon in his pocket.

W. J. Black has been appointed Commissioner under the Federal Agricultural Instruction Act in succession to the late C. C. James. Mr. Black was born at Mansfield, Ont. He graduated from Guelph Agricultural College and from Toronto University in 1902, and after serving for a time as editor of the western edition of *The Farmers' Advocate* was appointed Deputy Minister of Agriculture for Manitoba in 1905, and in April of that year was appointed President of the Manitoba Agricultural College and professor of animal husbandry. The work he did in connection with agricultural education and with rural problems in the West is well and favorably known. He was appointed Secretary of the Economic Commission in October, 1915.

The Lord's Day Alliance has aroused considerable comment among the soldiers of Camp Borden, as a result of the action of Rev. W. M. Rochester, secretary of the organization, in interfering with the sale of newspapers and magazines in the camp on Sundays. Several representatives of weekly newspapers and periodicals, waited on General Logie with reference to the matter. The general explained that the step had been taken by reason of the fact that the sales meant a violation of the law. Personally, he had, he said, no objection to the soldiers getting their papers, and he would favor any recommendation along this line which might be sent to Ottawa. Later General Logie got in touch with the Hon. I. B. Lucas at the Parliament Buildings, and the newspaper men were subsequently told to make their request to the Government. It is taken for granted that their request will be granted.

Several changes have occurred recently among the financial editors of the Toronto dailies. Thomas Galbraith, for many years in charge of the financial page of the *Mail and Empire* has retired from active journalistic work on account of ill-health. His place has been taken by Burnside Robinson, recently financial editor of the Toronto *News*, and previously associated with the Montreal *Journal of Commerce*. The vacancy on the *News* has been filled by the appointment of Rex Smith, for some time assistant financial editor of the *Globe*. The *Globe's* financial staff has been strengthened by the inclusion of John Appleton, recently editor of *The Financial Post of Canada*, and recognized as one of the best-informed writers on financial topics in the Dominion. He is taking charge of a new industrial department which the *Globe* has started, and which will appear weekly. The new editor of *The Financial Post* is J. W. Tyson, who has been the resident editor of *The Post* in Montreal.

QUEBEC

"Ted" Edwards has left the Montreal *Daily Mail* of which he was sporting editor.

E. J. David, formerly of the Montreal *Witness* is now on *The Herald-Republican* of Salt Lake City, Utah.

The Montreal *Star* has installed an electric bulletin machine. This device stands over 8 ft. high and is 6 ft. wide.

Roy Carmichael has retired from the editorship of the *Echo*, Verdun, Que., to devote himself to financial matters.

Eusebe Senecal, Assistant King's Printer, for the Province of Quebec, has received word that his son, Jules, aged 21 years, died from wounds received on the field of battle in Europe.

William J. Carrique, President of Canadian Street Car Advertising Company, Montreal, associated with many companies in various parts of Canada, and known all over the Dominion, is dead.

Peter Wilson, manager of the Kenora *Examiner* has been appointed editor-manager of the *Lake Shore Press*, Lachine, Que., and the *Echo*, Verdun, Que. Ownership of these papers remains unchanged.

Pte. Stephen Pollard, 60th Battalion, Montreal, has been killed in action. Private Pollard was well known in Toronto, Montreal and North Bay. By trade he was a printer, having served his apprenticeship with the Montreal *Daily News*.

Private Wilfrid Trelawney Still, reported wounded, is well known in Montreal journalistic circles, having been for some years assistant financial editor of the Montreal *Witness*, and later was on the reporting staff of the *Telegraph* and the *Herald*.

The Montreal *Daily Mail* has just completed a circulation campaign which was known as the "50,000 Club." More than 10,000 new subscriptions were added to the *Mail's* subscription lists through the efforts of the members of the club. The campaign was under the personal direction of F. P. Blair, of Blair and Austin, Louisville, Ky.

John Ross Robertson, proprietor of the Toronto *Telegram*, visited Quebec last month. He was accompanied by Mrs. Robertson. Mr. and Mrs. Robertson were on their way home from Nova Scotia, where

they have been securing pictures to add to the John Ross Robertson collection of pictures which were presented to the city of Toronto a few years ago.

A presentation was made by the advertising and office staff of The Montreal *Gazette* to George Miggott, on his enlistment for active service with the 244th Battalion, Kitchener's Own. Mr. Miggott is the third member of the advertising staff of *The Gazette* to enlist for active service, apart from the large number of enlistments from the editorial and other departments of *The Gazette*.

J. D. P. Francis, president, and E. B. Lilley, general manager of the *Republic*, St. Louis, Missouri, were in Sherbrooke, accompanied by the president, J. N. McCrea, M.P., J. A. Bothwell, general manager of the Brompton Pulp & Paper Co., and officials. Messrs. Francis and Lilley were East to renew their contract with the Brompton Pulp & Paper Co., for newsprint, which the company has supplied since the new paper mill started operations. Mr. Francis is a son of ex-governor Francis, who is now U.S. ambassador to Russia.

News has been received in Montreal of the death in action of Lieutenant Emile Barlatier, of the French Army. Lieutenant Barlatier was well known in Montreal, which had been his home previous to the war, he being attached to the editorial staff of *La Presse*. He had made considerable of a reputation for himself here by his aerial flights. When war broke out, he promptly answered the call of his country, and gazetted in the aviation corps, since which time he had been continually at the front, except for a brief visit to Montreal during a furlough made necessary because of ill-health.

MARITIME PROVINCE

Harold Anslow of the Windsor *Tribune*, was in Halifax lately.

J. Ross Robertson, proprietor and editor of the *Evening Telegram*, Toronto, visited Halifax last month.

F. W. Smith, King's Printer of the Province of Nova Scotia, has been to New Brunswick on a visit.

J. L. Neville, late of the Calgary *Standard*, is now manager of the Journal Publishing co., Ltd., Summerside, P.E.I.

John Ross, of the Ross Print, Halifax, is receiving congratulations from his many friends, on the birth of twin boys.

R. Mercer, foreman of the press room of the *Telegram* office, St. John's, Nfld., was also a recent visitor to Halifax, on his way to New York.

The death occurred in Halifax, of Mrs. Carrie E. Blackadar, wife of Mr. Charles C. Blackadar, proprietor and editor of the *Acadian Recorder*.

Mrs. Drummond, wife of R. Drummond, publisher of the *Mining Record*, Stellarton, has undergone an operation and is progressing favorably.

J. Douglas Black, news editor of the Fredericton *Gleaner*, has been appointed quartermaster of the new 236th Battalion, now being organized in New Brunswick.

D. R. Thistle, business manager of the *Daily Star*, St. John's, Nfld., returned home on the Salbert, after spending ten days in Halifax, accompanied by his wife and child.

J. C. O'Brien, of the King's Printer's Bureau, Ottawa, is spending his annual vacation in Halifax, his native city, Mr. O'Brien is one of the old time Halifax printers.

J. W. Anslow, late of the Windsor *Tribune*, Windsor, and one of the oldest newspaper men in Canada, attended a meeting of the National Sons of Temperance Convention in Halifax.

The Springhill *Record and Mining Journal* have lately installed an electric motor which will greatly add to the output of their office. They have also added considerable new type to their plant.

Newspapers are having an extremely hard time to survive during the war. Several have gone out of business, the latest being the Springhill *Record*, which has suspended publication following the Parrsboro *Leader*, Hantsport *Review*, and others.

Lieut.-Col. Arthur Montray of A. & W. McKinley, of Halifax, manufacturing stationers and publishers, has returned from England on the Empress of Britain, in charge of returned soldiers. Col Montray proceeded at once to Ottawa. He has been in England for two years and will return again in a few weeks.

Contributions from several Halifax writers have recently appeared in Canadian and United States magazines. The latest number of the New York *Nation* contains an article from the pen of Prof. Macmechan, in which the writer deals with the "vice" of smoking. A recent number of the *Canadian Magazine* contains articles from Prof. H. L. Stewart and Prof. Fraser Harris, and the August number of *MacLean's Magazine*, Toronto, publishes a sketch in light vein matter by Judge Wallace.

NEWFOUNDLAND

The Daily Star is extending its offices, in order to meet the requirements of its growing business.

R. Dowden of the John's *Daily Star* and Mrs. Dowden, after an extended trip to the West Coast of Newfoundland, have returned to St. John's.

Dr. H. M. Mosdell, editor of the St. John's *Daily Star*, goes to Canada and the United States to select a new press and some other machinery.

Hon. Dr. P. T. McGrath, editor of the St. John's *Evening Herald*, is making his annual visit to Canada and United States. Dr. McGrath will be away about a month or six weeks.

Private Joe Wells, one of the volunteers from the office of the *Daily News* of St. John's, has practically recovered from his wounds received in July, and will be returning to the front about the end of August.

Private Nicholas Evans, another lad of the Newfoundland Regiment, who perished in the great drive of 1st July, was a printer, having been of the St. John's *Evening Herald* staff. He was a nephew of John J. Evans, publisher of the Newfoundland *Quarterly*.

The great increase in the price of stationery stock as well as of inks, etc., in the foreign markets, has compelled the job printers to increase the price of their product; notwithstanding this, they are holding the trade and practically all report increase in business.

Rev. Dr. G. J. Bond, brother of Rt. Hon. Sir R. Bond, and at one time editor of the *Wesleyan* of Halifax, and another time editor of the *Christian Guardian* of Toronto, has taken up his duties as pastor of the Cochrane street Methodist Church, St. John's. Dr. Bond is an author of extensive experience.

The establishment of an engraving and electrotyping concern in Newfoundland would fill a long-felt and ever-growing want of the trade. Of course the concern would be required to deliver plates that would print and give satisfaction. To date we get the best plates from England. Neither the Canadian nor the United States plates can equal them, at the same price.

William J. Hurder, proprietor of the St. John's *Evening Telegram*, had one son killed in the big drive against the Germans in France, on July 1, and two others wounded. He has a daughter, Elsie, who is a war nurse and has gone to France to nurse her two wounded brothers. Another son of Mr. Hurder's volunteered but was unable to qualify, and a fifth is helping to train recruits. Each of those lads learnt the printing business in their father's office.

There has been an increase of half a cent a pound in the price of newsprint manufactured in Newfoundland. This is the first increase since the outbreak of the war. About a year or so before the outbreak of the war the price was reduced quarter cent per pound. The only mills manufacturing newsprint in Newfoundland are those situated at Grand Falls, and owned by Lord Northcliff and his associates. The newspapers of Newfoundland have not to date undertaken any steps to either materially reduce their size or to increase their price. The Newfoundland dailies all sell at one cent each, and they often contain ten to twelve pages.

The Dead

John Campbell, for twenty years a printer in the Government Bureau at Ottawa, was drowned in the Ottawa River. He was a native of Quebec.

William Brown is dead in Vancouver, B.C. For a great number of years Mr. Brown published the Bruce (Ont.) *Herald*, and had a bookstore in Walkerton. Later he became the pioneer newspaperman of Vancouver.

While in bathing at Goderich, George Blatchford was drowned. He was a printer by trade and had been working on a Listowel paper for about a month, having previously worked for the *Times* Printing Co. at Exeter.

W. J. Mitchell, editor and proprietor of the Clinton *News-Record*, is dead. He was in the prime of life and unmarried. For about twenty years he had conducted the *News-Record*, which is acknowledged to be one of the cleanest and best local papers in Ontario.

Rudolph Bach died July 24 at Douglaston, Sask. The late Mr. Bach was born on July 20th, 1851, at Madgeburg, Germany, and was a resident of Montreal for 25 years. He was well known in political and newspaper circles, being special correspondent for many of the leading European papers before the war.

George Joseph Gillies, a well-known journeyman printer, is dead, in Hamilton. Deceased served his apprenticeship and worked for many years in the mechanical department of the Hamilton *Spectator*, until failing health forced his retirement. He was a member of Typographical Union No. 129, in whose affairs he took an active interest for over 25 years.

Mrs. Kate Seymour Maclean, the Canadian poet, is dead here in her 87th year. Mrs. Maclean had been living quietly in Toronto for the past ten years, and had done very little literary work since she published her last volume of poetry, "From the Balcony," in 1904. She was born in Fulton, N.Y. After coming to Canada she married Allan Maclean, of Ingersoll, afterwards of Kingston and Toronto.

J. H. Scriver, at one time publisher of the Hastings *Star*, died at his home in Kearney, Ont., on July 29th, aged 70 years. He was born in Prince Edward County, and was of U.E.L. stock, his great-grandfather having come to America with the British army at the time of the American revolution. A large family survive him, of whom three sons learned the printing business, viz., T. E. Scriver, publisher of the Wolseley (Sask.) *News*; J. H. Scriver, former publisher of the Kenora *Examiner*, and A. W. C. Scriver, of Edmonton.

James C. Williams, editor and proprietor of the Arnprior *Watchman*, is dead. Mr. Williams was one of Arnprior's useful men. During his lifetime he filled many offices; he was first secretary of the Arnprior Agricultural Society, a position he held until death, except for a short interval; he was for years and up to the time of his death secretary-treasurer of the Board of Trade; he was for fourteen years a member of the Board of Education, and he was editor of the *Watchman* newspaper. The late Mr. Williams was born in London, England.

Norman Norcross, youngest son of the late James Norcross, of Duncan, England, is dead in Vancouver. The late Mr. Norcross was well known a few years ago in coast newspaper circles, having been employed on the editorial staffs of the *Columbian*, New Westminster; and the *Sun* and *World* of Vancouver, having been for a time city editor of the latter. He went to British Columbia nearly thirty years ago. He joined the Vancouver *World* staff in 1904 and left it for a time to become secretary of the Hundred Thousand Club, in which capacity he did much to make known to the world abroad the resources of British Columbia in general and Vancouver in particular.

WILLIAM HUGHSON GOLDING

William Hughson Golding, senior member of the Golding Manufacturing Co., of Franklin, Mass., and one of the leading manufacturers of printing machinery and appliances, passed away at his home in Franklin on the evening of Monday, August 21st, 1916, following several attacks of paralysis, the first one occurring the last week in April. His condition had been critical for several weeks, it being his first illness in 20 years. He had been hale and hearty and active at business up to his first attack of paralysis in April.

Mr. Golding was born in St. John, New Brunswick, May 24th, 1845. When he was three years of age the family moved to Boston, and his early education was attained in the famous Brimmer School. At the age of twelve the family residence was transferred to Chelsea, and after three years' additional schooling there, he became ambitious to earn his own living, and accepted the profession of the "art preservative of all arts," beginning his work in the office of the Chelsea Herald, later securing employment in a large printing house in Boston, where he became a practical printer, serving as foreman of the plant at the age of nineteen years.

Shortly after this time came the call to arms for the defence of the Union, and he enlisted in the 8th Unattached Infantry. The company was afterwards changed to heavy artillery and did service at Fort Clark, New Bedford Harbor, taking the place of the veteran troops that had been ordered to the front.

Returning to civil life, he entered the employment of the Boston Daily Courier. He remained in this position until he was twenty-three years of age, when having saved up a small amount of capital from his personal earnings he decided to enter upon a manufacturing career on his own account.

The business began with the manufacture of printing material on a very limited scale, and Mr. Golding, recognizing a market for a small hand press, invented an improved press for the purpose, naming it the "Official," which press is still being sold in large numbers for card and society printing. From the original Official press the low-priced "Pearl" rotary job press was designed, and after this the "Golding Jobber," which has been developed with added improvements and labor-saving attachments from time to time, and is now recognized as one of the most efficient job presses on the market.



A. F. NAGLE, JR.,

Who has been made vice-president of the W. F. Long Co., Inc., Canadian publishers representatives, with offices in New York and Chicago. During the past year, Mr. Nagle has been specializing in Direct by Mail advertising. For several years Mr. Nagle was secretary of Advertising and Selling Magazine. Prior to this connection he was with the Geo. Batten Company, and the advertising department of the Western Electric Company.

Mr. Golding invented several other kinds of printing machines and printers' appliances, among which is an extensive line of card and paper cutters, lead and rule cutters, miterers, shapers, curvers, etc. Many of his inventions have been so radically different from those previously in existence that it has been no little effort to educate printers up to their use, but when once tried, their superiority is readily apparent. Many of these machines and tools have been used as models by foreign technical schools, and have been awarded gold medals at the expositions where exhibited.

The business was for many years in Fort Hill Square, Boston, and was removed from Boston to Franklin in the year 1906. It was Mr. Golding's policy to conduct his business on conservative lines, but it has enjoyed a continuous growth, and there has been a very notable expansion in the years since the removal to Franklin.

Mr. Golding practically centered all his energy and executive ability in building up the extensive manufacturing business of which he was the head, and in accomplishing this purpose found very little opportunity for work on outside lines.

While resident in Chelsea he was an active member of the Young Men's Christian Association in its early days. He became a member of the Masonic Order in 1871, but devoted no time to its secret service. In 1890 he was made a charter member of Post 199, G.A.R., then being formed in Revere, and he was an honorary member of the Franklin Typographical Society. He was a member of St. John's Episcopal Church at Franklin, and served as senior warden for several years.

Mr. Golding was married July 1st, 1880, to Georgiana E. Putnam, daughter of Henry W. Evart, of Chelsea, and Mrs. Golding died in 1903. Three children were born to them, Gilbert Evart, Georgiana Evart, and William Hughson, jr., all of whom are resident in Franklin.

Mr. Golding leaves a prosperous business, which will be carried on by the family under a co-partnership, as before. Mr. W. H. Golding, jr., succeeds his father as senior member of the company, and is especially fitted from training to direct the production problems of the factory and foundry. The other son, Gilbert E. Golding, having also had several years of mechanical training, becomes assistant factory superintendent. William C. Buchanan continues as manager of the sales, advertising, accounting and service departments, and it is believed that these young men are especially fitted to successfully maintain the high standard of product and service of the business.

KINGSTON STANDARD ADDS NEW LINOTYPE

The Standard Publishing Co. of Kingston has just installed a new No. 14 Linotype machine, for use on its daily issue. This is the fourth Linotype that the Standard has installed in the last two years, these including two K's, a model 5 and a model 14, for use in its newspaper composing room. As a result the Standard is better able than ever to handle its increasing business, which necessitates the publishing of from 10 to 16 pages daily.

PUBLICATIONS RECEIVED

The Cutler-Hammer Electric Linotype Pot—from the Canadian Linotype Company, a booklet descriptive of the construction, application and operation of this device, which has been put on the market by The Mergenthaler Company. A great many of these pots have been installed on Linotypes in all kinds of printing establishments throughout the country. All of the fifty-six Linotypes used in the composing room of the New York *World* are equipped with Cutler-Hammer Electric Linotype Pots. This is one of the larger installations, but there are many one-machine plants where this pot is used, which plants express complete satisfaction with the advantages of the electric pot. The booklet under review is very creditably produced, as a piece of printed and advertising matter.

From the Keystone Type Foundry comes a cleverly designed booklet having the form and appearance, as per its cover, of an angler's fishing basket. The legend on the cover is "There is never so good a time to fish as when the fish are biting." The pictorial and text contents are "fishy." The argument is that some new type face constituted good bait for use by printers angling for new business.



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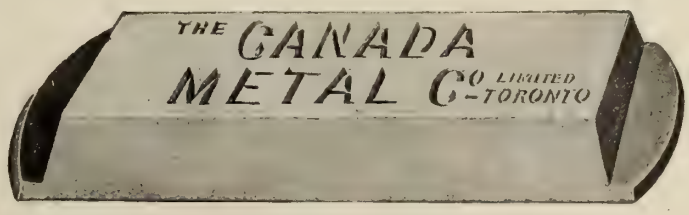
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PRINTERDOM

WESTERN CANADA CONFERENCE OF TYPOGRAPHICAL UNIONS.

The Western Canada Conference of Typographical Unions, a sub-organization of the International Typographical Union, was organized in Moose Jaw, in July, 1913, under the name of the Saskatchewan and Alberta Conference of Typographical Unions. The name was changed to its present one a year later because of the affiliation of Vernon, B.C., and the expected affiliation of Manitoba unions.

The first convention was held in Medicine Hat, July 13-15, 1914, and the conference was more fully organized. Delegates from nine unions were represented at that convention.

The purposes of the organization are to forward the interests of the International Typographical Union in Western Canada, to bring the various unions into closer relationship with each other; to meet and discuss such matters as pertain to the printing craft and to take action on questions of vital importance not only to the printing trades but to all organized workers of the west.

Despite the financial stringency preceding the war and the strenous times of the last two years, the organization has not only held together, but made considerable progress. It has accomplished a great deal of good, and will, in future years, be an important factor in labor problems of the west.

VANCOUVER NOTES.

Printing business in Vancouver shows possibly the slightest signs of improvement in volume, but none in profits. Price cutting is still rampant and this together with rising cost of stock combined with declining nerve on part of printers to demand the increase from their customers, is bringing the printers almost to the level of a common day laborer.

There seems to be no earnest desire on the part of the majority to organize and as long as it remains that way they are likely to continue on the downgrade.

THIRTIETH ANNUAL CONVENTION U. T. AND F. CLUBS OF AMERICA, ATLANTIC CITY, SEPTEMBER 12, 13 AND 14.

Among the addresses and speakers at this convention are:

"The Dangers of Modern Economic policies," Hon. Alfred E. Ommen, Counsel, Typothetae of the City of New York.

"A System of Accounting that will interlock with the Standard Cost Finding System," P. P. Tyler, Supervisor Printing Departments, National Cash Register Co., Dayton, Ohio.

"The Trend of Modern Business toward Standardization," Fred W. Gage, Battle Creek, Mich.

"Bricks Without Straw," a sermon about Selling and Salesmen," E. P. Mickel, Nashville, Tenn.

"Printers Credits, Pro and Con," Fletcher Ford, Los Angeles, Calif.

"Color and Its Relation to Printing," Arthur S. Allen, New York City.

"Typothetae Reminiscences," Geo. H. Ellis, Boston, Mass.

AT THE BALTIMORE MEETING.

The welfare of the apprentice was considered at the convention of the International Typographical Union, when the delegates concurred unanimously in the report of the committee on finances. Included in the report was a uniform wage contract for apprentices, which, together with the report, will be printed and submitted to every subordinate union in the United States and Canada.

The legislation defines the rights and obligations of apprentices, but leaves the wage scales and the work to be taught during the five years of apprenticeship to the individual union.

The convention endorsed the aims of the International Association of Teachers of Printing, which held two meetings with the typos during the last year for the purposes of standardizing courses of study, methods and equipment.

The International Typographical Union in annual convention at Baltimore, rejected a proposition from the Montreal Union that there be created the office of fourth vice-president for Canada elected from the Canadian membership. A supporter of the proposition pointed out that a foreigner can exercise no authority in labor disputes in Canada and may be deported. Arguments against electing officers by sections prevailed, however. A proposition to increase the death benefit from $400 to $500 also was voted down. In the debate it was brought out that "500 Canadian members are in the trenches and may never get out."

An office building as headquarters for the International Typographical Union at Indianapolis was suggested as a memorial to William B. Prescott, at the convention of the union. Mr. Prescott was a former President of the union, and affectionately known as its father. He was also a pioneer in the move that brought the linotype machine into favor with printers, despite bitter opposition to it at that time.

The resolution was referred to a committee. It is proposed to float a bond issue to pay for the building which will relieve the union of rentals of $5,000 a year now paid for offices to Indianapolis.

TO OFFSET HIGH HOUR COSTS.

HOUR costs in all departments of the printing plant have increased over previous years. This is evidenced by no less an authoritative report than the Composite Statement of cost of Production sent out each year by the United Typothetae and Franklin Clubs of America.

The statement just issued for the year 1915 shows a very material increase, due in some respects, to unusual conditions with which the business world has been confronted. Nevertheless it might well be said that hour costs, in succeeding years, will not be lower than the figures shown in the report for the past year.

Now this raises a point of deep concern and vital importance to every one in the printing business. How to offset this high hour cost in the face of keen business competition.

For quite a number of years, our large industries have given considerable time and expended vast sums of money in the study of production efficiency, but it is only within the past few years that the printing industry has awakened to the possibilities of this important undertaking.

Here and there, in widely scattered instances, we know of printing establishments which have applied efficiency to production: but not until the Price List Committee of the United Typothetae and Franklin Clubs of America devised a system of recording production and promoting efficiency, was this great study given consideration by the general printing industry.

CINCINNATI HOUR COST, 1916.

Hand composition	$1.48
Linotyped composition	1.56
Monotype, keyboard	1.07
Monotype, caster	.94
Job presses, Gordon	.87
Job presses, Universal	.94
Automatic job presses	1.20
Cylinder presses, under 25x38	1.30
Cylinder presses, 25x38 to 32x44	1.64
Cylinder presses, larger than 32x44	1.48
Cutting machines	.95
Ruling machines	1.03
Folding machines (hand)	1.03
Folding machines, automatic	1.11
Machine Bindery, Class A	.69
Hand bindery	.40

BINDERY PRODUCTION RECORDS.

Early this year a campaign was inaugurated for collecting bindery production records. A number of printing and binding establishments were interested in the plan and these have been compiling statistics on every known operation in a pamphlet bindery. All the plants are using the same methods and standards for sizes, materials, operations and machines, as recommended by the Price List Committee, and because of this, the data being collected is of genuine interest and value for comparative purposes.

Recently a treatise has been prepared on the subject of bindery production. It is in the form of a pamphlet entitled "Classification of Bindery Operations and Operation Numbers." A full description of the methods of application are contained in this treatise, a few records of production are given, and a set of blanks with explanatory notes are shown.

Every printer and binder should be interested and anxious to gain the experiences

CAMPBELLTON, N.B.,

THE PIONEER PUBLISHING CO.,
Summerside, P.E.I.

Gentlemen:--

In reply to your favor of the 3rd inst. we are sending you by this mail a copy of our 20-page Christmas edition, which will give you an idea of the quantity of type the Intertype can set in one week. The entire work of this edition was done in one week. Of course, we worked a little overtime, but no night after 10.30. You will notice that the matter is double leaded. We set all this matter except four columns thus; that is eight point face on a twelve point body. With our machine we have two moulds, two magazines amd two sets of matrices. One of the moulds is recessed, which is a great saving on metal. The ten point matrices we use for our headings and in advertising work.

The machine had only been in our office three weeks and the operator who was operating it and turned out the product mentioned above had never seen a typesetting machine before ours arrived in our office, but she was a fair type compositor and got on to the work very quickly. With a machine and plenty of work to do, there is no reason why you could not run two shifts and double the capacity. With ours working on an average of about nine hours a day we set sufficient type for our own paper and also for one we print by contract, and at the present time we are hard at work on book work. During the past week we have completed a thirty-six page report and besides it have done other job work on the machine. We often wonder how we got along without it.

If you require any more information, we shall be only too glad to supply same.

Yours very truly,

Dict. HBA/H. THE GRAPHIC LIMITED.

For Dependability and Production the Intertype Excels.

MILLER & RICHARD, *Agents*

of others, on this subject of bindery production, and apply the knowledge thus gained to his own plant, thereby increasing production to offset high hour costs.

All this important information is yours for the asking. Send for a copy of "Classification of Bindery Operations and Operation Numbers." National headquarters, United Typothetae and Franklin Clubs of America will gladly comply with your request.

DYE QUESTION STILL UP

The United States Congress may appropriate for the Department of Agriculture fifty thousand dollars "for investigation and experiment in the utilization for coloring purposes of raw materials grown or produced in the United States."

A resolution was introduced to empower the Secretary of the Treasury to admit free of duty into the United States dry coloring matter for the use of the Bureau of Engraving and Printing.

INCREASED FACILITIES FOR INTERTYPE CORPORATION

As a result of its steadily increasing business and the added demands imposed upon its factory facilities thereby, the Intertype Corporation has found it necessary to move its general offices to commodious quarters on the eighth and ninth floors of the new Terminal Building, 50 Court St., Brooklyn, N.Y., on which a five year lease has been taken.

The Company's extensive printing department also has been moved from the factory building to a convenient location near the general offices.

This is the third change of location made necessary within the last few months by the continued growth of Intertype business. The other two were a change by the Chicago Agency of the Company from Rand McNally Building to Old Colony Building, and by the New Orleans Agency from 316 Carondelet St. to 539 Carondelet St.

INTERTYPES FOR CANADA

Miller & Richard of Toronto, will continue as selling agents for the Intertype in the Dominion of Canada.

Miller & Richard will carry in their warerooms at Toronto one of the Intertype multiple models for demonstration purposes, and they will also carry a stock of such supply parts and supplies as may be required in emergencies and for maintenance purposes. It is also probable that an Intertype will be carried for demonstration purposes at their warerooms in Winnipeg.

MIGHTY CUTTING MACHINE TURNED OUT BY OSWEGO MACHINE WORKS

The Oswego Machine Works has just completed building the largest cutting machine ever produced at the plant. It is designed to cut a pile of work about eight feet wide and deep with a degree of accuracy so close that light reflection will not reveal any variation in the cut. This means that a much closer degree of accuracy is required than can be measured with a micrometer reading to thousandths of an inch. The machine is electrically driven by a powerful motor set upon one of the side frames. The motions of clamping, cutting, moving the work, stopping and braking, are all by power and automatic. The clamping pressure for holding the work can be varied from a few pounds up to as high as several tons. This machine is one of the group technically known as the Oswego Auto Rapid Production Cutting Machines, and has been built in connection with other specially designed machines for a new line of work to be undertaken in one of the largest plants in New York city. It weighs approximately nine tons and is massive in appearance and handsomely designed.

U. T. AND F. NOTES

The United Typothetae and Franklin Clubs of America sent out from its headquarters early in August, a booklet entitled "Printers' Terms and Other Terms." This article, written by J. Horace McFarland, contains many constructive thoughts and should be read and digested by every printer. If you have not obtained a copy, write to the National office at Chicago.

An exhibit of printing, held under the auspices of the American Institute of Graphic Arts, will be made at the Thirtieth Annual Convention of the United Typothetae and Franklin Clubs of America, which will be held at Atlantic City, September 12, 13 and 14.

The campaign for the collection of records of bindery production, being promoted by the United Typothetae and Franklin Clubs of America, has created considerable interest abroad, as well as in this country. Interesting communications have been received from printers in England, Holland and Australia.

The Composite Statement of Cost of Production for the year 1915, just issued by the United Typothetae and Franklin Clubs of America, to the membership, contains valuable data and interesting statistics. Hour costs have advanced in all departments of the printing plant over the year 1914.

NEW SCHOOL OF PRINTING AT WENTWORTH INSTITUTE, BOSTON

The Boston Typothetae Committee on Apprentices announces that arrangements have been made whereby the School of Printing, maintained for the past 16 years by the Printers of Boston at the North End Union, has been transferred to Wentworth Institute, Huntington Avenue and Ruggles street, Boston.

The scope of the school under the direction of Wentworth Institute will be much enlarged. The instruction will include hand and machine composition, platen and cylinder presswork, electrotyping, photo-mechanical engraving processes on zinc and copper, color process work, lithography, and bookbinding.

The new School of Printing and the Graphic Arts at Wentworth Institute will be opened in September. Mr. A. A. Stewart, the director of the North End Union School, will be in charge of the trade work of the Wentworth Institute School.

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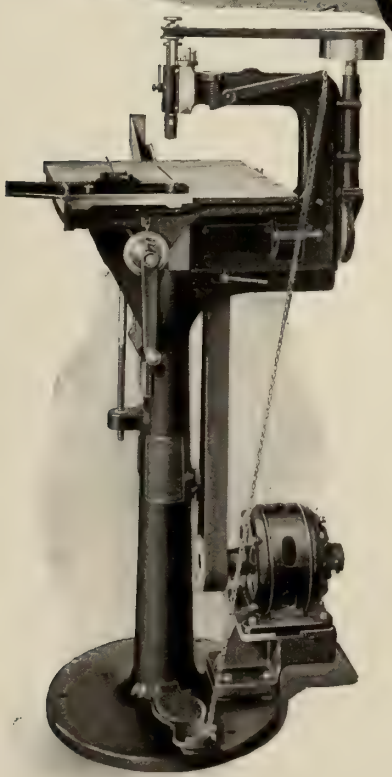
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Miller Universal Saw-Trimmer

THIS machine saws and trims *at a single operation* all materials entering into the make-up of a form, including rule, linotype slugs, and wood- or metal-mounted cuts, reducing every dimension to point measure. Also to point measure it miters, bevels, mortises and accomplishes countless other daily economies *without needing a special operator.* The work is almost instantaneous—and *right the first time*, insuring positive, accurate lock-up without recourse to wedging, patching, plugging or other makeshifts.



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by instituting correspondence relative to the liberal terms of our free trial offer, permitting you to make a thirty-day riskless test under your own shop conditions.

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American Type Founders Co., Vancouver, B.C.
Canadian Linotype, Limited, - - Toronto
Miller & Richard, - - Toronto, Winnipeg
Stephenson, Blake & Co., - - - Toronto
Geo. M. Stewart, - - - - - Montreal
Toronto Type Foundry Co., Limited, Toronto
Winnipeg, Montreal.

Say you saw it in PRINTER AND PUBLISHER.

The North End Union School made Boston a leader in the movement for sound, systematic apprentice instruction in the printing industry. The School at Wentworth Institute will be conducted in close relation with the industry, as a Committee on Apprentices of the Boston Typothetae, and a similar Committee of the United Typothetae and Franklin Clubs of America, will act in advisory capacities to the new School. The school will also keep in close touch with employees as well as with employers.

ADDITION TO PAPER MILLS

Plans have been prepared for the erection of a $200,000 addition to the Lincoln Paper Mills at Merriton. The addition will consist of a sulphite plant.

THE NEXT FOREST FIRE

Robson Black, the competent and on-the-job secretary of the Canadian Forestry Association, Ottawa, has issued a special bulletin in connection with the appalling forest fires in New Ontario, entitled, "What About the Next Forest Fire?" Forest fires have their influence on the paper prices of the future.

BUTLER PICNIC

The J. W. Butler Company, Chicago, their employees, their families and friends had a picnic last month at Dellwood Park. A special train carried them to and from. Games and entertainments a-plenty contributed to the enjoyment of the occasion.

PAPER FROM COTTON STALKS

The royal material testing office at Grosslichterfelde, a suburb of Berlin, announces paper can be manufactured from cotton stalks.

The discovery was made, it is stated, by a German institution while carrying out a commission from an Egyptian firm given before the war. A shipment of stalks which had arrived from Egypt before the opening of hostilities was used for the experiment.

The stalks were cut and ground, boiled and bleached and the paper making then proceeded after the usual methods. The result moved the testing office to arrive at the decision cotton stalks are a good material for making paper.

No credence is placed by paper men in the reports of a practicable discovery of a cheaper method of paper manufacture from cotton stalks and W. A. Taylor, chief of the bureau of plant industry of the Department of Agriculture, of the U.S. says:

"There is no question that good paper can be made from cotton stalks, but the cost of assembling cotton stalks at a given point near a proposed mill, because of the transportaion, as well as the difficulty of getting together enormous quantities of the stalks, must be considered. The same applies to corn stalks.

"Very good paper can be made from corn stalks. The labor and transportation cost of bringing the material together in sufficient volume to operate a mill has, heretofore, prevented commercial development."

Authorities on the question state that the tively expensive."

NEW PULP AND PAPER CO.

Under the Companies' Act, with an organized capital of $2,500,000, the Empire Pulp & Paper Company, with head office at Vancouver, has just been organized, "to acquire and take over from the Swanson Bay Forests, Wood Pulp and Lumber Mills, the whole of its assets and undertakings (with the exception of certain lands in Prince Rupert, British Columbia), and with a view thereto to adopt the agreement which has already been executed between the Swanson Bay Forests, Wood Pulp and Lumber Mills, of the one part, and Alexander Harold Douglas, on behalf of this company, of the other part; (b) to carry on the business of pulp, paper, timber, and lumber manufacturers and merchants," etc.

CANADA'S EXPORT OF WOOD PULP

Over two-thirds of the more than a billion pounds of wood pulp imported into the United States during the fiscal year ending June 30, 1916, and used in the manufacture of paper, came from Canada, according to a communication to the National Geographical Society from John Oliver Lagorce and issued by the society as a bulletin in connection with the government's inquiry into the increase in the cost of news paper.

"The pulp importations for 1915-16 have been 180,000,000 pounds less than for the previous twelve months, yet the amount shipped to us from Canada during the past year was 130,000,000 pounds in excess of her 1914-15 shipments.

"During the year just closed nearly 70 per cent. of our 1,135,000,000 pounds of pulp came from our neighbor to the north, while most of the remaining 30 per cent. came from Norway and Sweden."

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

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FOR SALE — COLT'S ARMORY PRESS, style 2-A, with double inking device, chase 13 x 19. Two sets roller cores, five steel chases, cost $500. Also one horse-power "Century" electric motor, cost $110. Both machines brand new when purchased. Used only six months. In excellent condition. Make an offer—no reasonable offer refused. Apply Box 531, Printer and Publisher, 143 University Ave., Toronto.

FOR SALE OR RENT — PRINTING plant publishing two newspapers at Grassy Lake, Southern Alberta, where there are bumper crops again this year. A particularly good proposition for a practical man. Only a small cash payment, and very easy terms to responsible party. Apply to owner, J. Clark Knox, "The News," Smith's Falls, Ont.

FOR SALE POTTER DRUM CYLINDER printing press, in good condition, 5 col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont.

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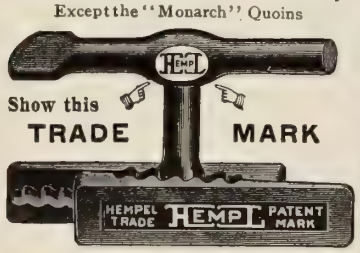
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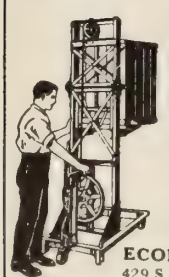
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Ship us your scrap iron, rubber and paper.
Write us for Quotations

FASHIONS
WEEKLY—grouped half-tones.
DAILY—alternate line and half-tone.
The International Syndicate
Feature for Newspapers
Est'd 1899 BALTIMORE, MD.

Stop Carrying Delinquents
Turn over to us your past due Subscription Accounts—let us turn them into cash.
WE COLLECT EVERYWHERE
No account too hard for us—no creditor too far away—our Service covers the Continent.
No Results—No Pay—Prompt Returns. You cannot lose on our proposition—you pay us only for results produced! Try us out with a list. It will pay you. Write for blank sheets to list your accounts on.
References: The Bank of Ottawa and many of the leading publishers, to whom we have been giving satisfaction for the past six years.
The Canadian Mercantile Agency
Ottawa, Ont.

ROLLERS
We give prompt delivery, lowest prices and complete satisfaction.
Order your rollers in time to give them opportunity to season.
Winnipeg Printers Roller Works
175 McDermot Ave., Winnipeg

Buyers' Guide

KEYBOARD PAPER

for your MONOTYPE MACHINE

COLONIAL COMPANY
Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

WASTE PAPER
BOUGHT.
WIPING RAGS
SOLD.

THE LEVI'S
100 John St., Toronto, Canada
HAROLD LEVI MARK G. COHEN

HOYT'S TYPE METALS

embody every scientific and practical improvement derived from a forty-year metal-mixing experience, and are absolutely unequalled, not only in their casting qualities, but in the DURABILITY OF THE METAL UNDER PRESSURE.

Furthermore, owing to the charge and thorough mixing of Hoyt ingredients, there is CONSIDERABLY LESS PRESSURE, while the additional life that these type metals give the matrices is a feature worthy of careful consideration.

We solicit a trial of our Hoyt's Faultless Linotype, Hoyt's Combination, Hoyt's Standard Monotype, and Hoyt's Type-Casting Metal.

GET IN TOUCH WITH US TO-DAY.

HOYT METAL COMPANY
Eastern Ave. and Lewis St., TORONTO

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.

Hermann Roser & Son, Glastonbury, Conn.

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For Canadian Daily under 20,000. Must be experienced in organizing and handling independent routes. No premiums or schemes. State salary and experience. A. McKim, Limited, Advertising Agents, Toronto.

OFFSET PRESSES
Walter Scott & Co., Plainfield, N.J.
Geo. A. Todd, 152 Bay Street, Toronto.

PAPER MANUFACTURERS AND DEALERS
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Doty & Scrimgeour Sales Co., 74 Duane St., New York.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS
Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE
The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe, R. & Co., 504-520 Grand St., New York.
New York Machinery Co., 60 Beekman St., New York.

PRINTERS' MACHINERY
New York Machinery Co., 60 Beekman St., New York.
Geo. A. Todd, 152 Bay Street, Toronto.

PRINTERS' ROLLERS
Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.
Winnipeg Roller Works, 176 McDermot Ave., Winnipeg.

PROOF PRESSES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.
J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

QUOINS
H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

RAGS—WIPING
E. Pullan, 20 Maud St., Toronto.
The Levi's, 100-102 John St., Toronto.

REGISTER GAUGES
E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES
Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.
R. Hoe & Co., 504 Grand St., New York.
Walter Scott & Co., Plainfield, N.J.

STEEL CHASES
American Steel Chase Co., 27 Beekman St., New York.

SAW TRIMMERS
Miller Saw Trimmer Co., Point Building, Pittsburg.

TIERING MACHINES
Economy Engineering Co., 429 S. Washtenaw Ave., Chicago.

TYPE FOUNDERS
Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
New York Machinery Co., 60 Beekman St., New York.

E. PULLAN
Paper Stock
ESTABLISHED 1888

I BUY YOUR WASTE PAPER

I SELL YOU WIPING RAGS

16 RIGS AT YOUR SERVICE

Phone Adel. 760 NOW.

BOOKBINDERS AND PRINTERS
GOLD LEAF

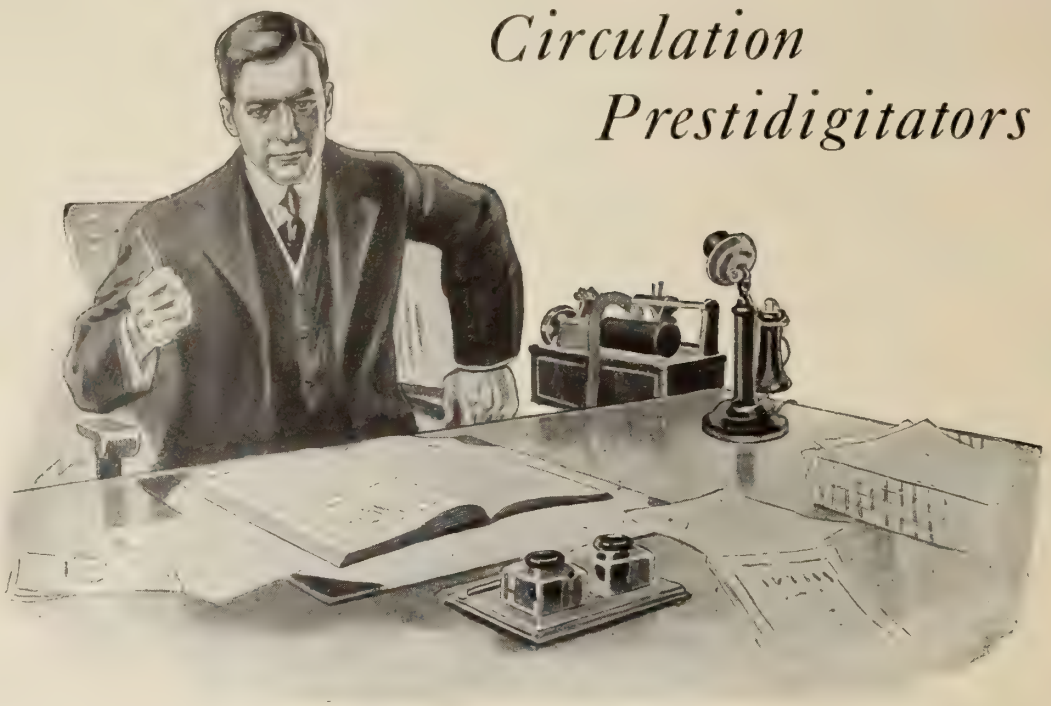
All colors and sizes for all stamping and decorating purposes.

PETER COUGHLIN-
CHARLES E. BROWN CO.
Incorporated
15 EAST EIGHTH ST. NEW YORK

Printer and Publisher will be an exhibitor at the Third National Printing, Lithographing and Allied Trades Exposition in Madison Square Garden, New York, September 30th to October 7, 1916.

TYPE-SETTING MACHINES
Canadian Linotype, Ltd., 36 Lombard St. Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.
The Levi's, 100-102 John St., Toronto.
E. Pullan, 20 Maud St., Toronto.



Circulation Prestidigitators

The sole object of the "*A.B.C.*"—*Audit Bureau of Circulations*—is to protect honest advertisers and honest publishers, by doing away with circulation errors and the mis-statements of *circulation prestidigitators.*

Those publishers of newspapers, magazines, farm journals and trade publications all over America who form the great bulk of the membership of the *"A. B. C.",* believe that the man who buys advertising space is entitled to an *honest and unbiased circulation count*—a count as dependable as a *certified check.*

These publishers, together with advertisers and advertising agencies, are spending their money to support the *"A. B. C.",* to pay for the services of *trained auditors,* and they ask the support and patronage of *every man who buys advertising space and wants to buy it WISELY.*

When you place your advertising with a publisher who is a member of the "*A. B. C.*" you are protecting *your own interests* and helping to place the entire business of advertising on a cleaner, sounder, and *more efficient basis.*

PRINTER AND PUBLISHER

143-153 UNIVERSITY AVE., TORONTO, ONTARIO

Member Audit Bureau of Circulations

EXPOSITION

OF THE

Printing, Lithographing and Allied Trades

Madison Square Garden, N. Y.

Sept. 30 to Oct. 7, 1916

The very latest in printing machinery and up-to-date efficiency methods will be demonstrated and clearly explained.

PARTIAL LIST OF EXHIBITORS

Oswald Publishing Co.
Mergenthaler Linotype Co.
John Thomson Press Co.
National Binding Machine Co.
Stokes & Smith Co. (Printing Presses)
Webendorfer Co. (Printing Presses)
Union Card & Paper Co.
Rapid Addressing Machine Co.
H. L. Roberts & Co.
The Linograph Co.
Hammond Typewriter Company
Dexter Folder Company
Berry Machine Company
American Roll Gold Leaf Co.
Apeda Studios, Inc.
The Bukey Company
E. W. Blatchford Company
A. G. Burton's Sons
Boston Printing Press & Mfg. Co.
George P. Clark Co.
Davenport Manufacturing Co.
Duplex Printing Press Co.
Dudley-Currie Co.
Bingham Bros.
Newspaperdom Publishing Co.
National Poster Competition Exhibit
Eastern Brass & Woodtype Co.
Edgar Printing & Stationery Co.
Emboso Sales Co.
Charles Francis Press
L. J. Frohn
Goldberg Display Fixtures
Graphic Arts and Crafts Year Book
G. R. Herzog
H. Hinze
Hoffman Type & Engraving Co.
The Printing Art
Highland Machine Co.
Jaenecke Printing Ink Co.
Jennings Automatic Press
Alfred Jackson Studios
The Kiesling Company
Albert B. King & Co.
National Magazine
Loring Coes & Co.
Lead Mould Electrotype Foundry
A. F. Lewis & Co.
Wm. J. Madden & Co.
Smith Form-a-Truck Co.
E.I.S. Motion Picture Corp'n.
Poster Work Exhibit of Art Schools of New York
Wm. F. Marresford (Bookbinders' Machinery)
The Maintenance Co.
National Scale Company
N. Y. Revolving Portable Elevator Co.
New York Master Printers' Association
The Printer & Publisher
Printers' Supply Salesmen's Guild
Printing Magazine
The Republican Publishing Co.
P. F. Smith
The Schilling Press
Typo Mercantile Agency
Universal Type-Making Machine Co.
University Press
Walden-Mott Company, Inc.
Ludlow Typograph
Cutler-Hammer Co.
American Steel Chase Company
Thompson Type Machine.
The American Printer.
The Regina Co. (New Era Presses)
Poster Work Exhibit of Greater New York High Schools

Additional concerns are constantly signing contracts for space.

See the wonderful display of POSTERS (over 700 of them)

Progressive printers should attend this exposition—it will be a veritable

"Idea Mine"

For space, rates and other particulars address

NATIONAL EXPOSITION COMPANY

Harry A. Cochrane, *President* Madison Square Garden, N. Y. City

⊘ TRADE **LINOTYPE** MARK ⊘

10400 Ems An Hour

This average was made in one night by an operator on the Model 18 (Two-Magazine Model 5) Linotype in the office of the Chicago Tribune during a comparative trial test with a two-magazine line-casting machine of another make.

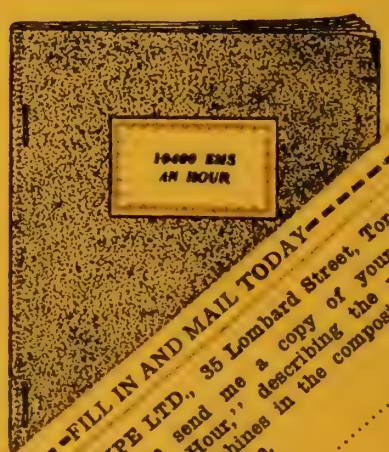
Two operators on the Tribune's regular staff alternated from one machine to the other and worked "off the hook."

At the end of the comparative test the voluntary testimony of the operators proved that they set a larger amount of type with less effort on the Model 18 Linotype than was required to set the smaller amount on the other machine.

Result: The Chicago Tribune ordered 39 Model 18 Linotypes and 2 Model 16 Linotypes—the largest single order ever placed for line-casting machines.

"10400 Ems an Hour"

is the title of a booklet which covers all the details of this comparative test. To get your copy of this book fill in the coupon below and mail it today.



CANADIAN LINOTYPE, Ltd.
25 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE CO.
NEW YORK - - Tribune Building
CHICAGO - 1100 S. Wabash Avenue
SAN FRANCISCO, 638-646 Sacramento Street
NEW ORLEANS - 549 Baronne Street

FILL IN AND MAIL TODAY

CANADIAN LINOTYPE LTD., 35 Lombard Street, Toronto,
Gentlemen:—Please send me a copy of your booklet, "10400 Ems An Hour," describing the recent test of line-casting machines in the composing room of the Chicago Tribune.

Name .....
Address .....
Employed with .....
Position .....
P. & P.

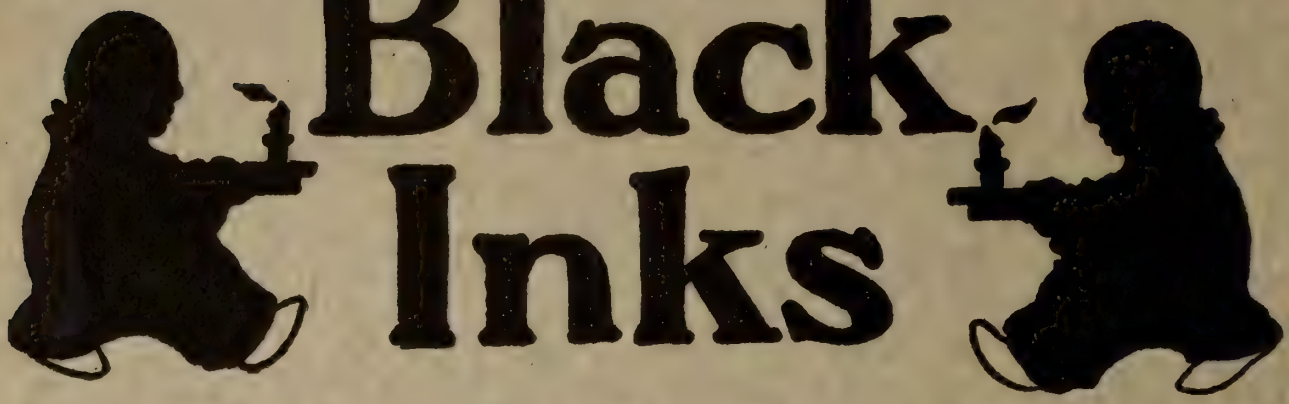
Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

October, 1916

The MacLean Publishing Company, Limited
Toronto : Montreal : Winnipeg

We're specialists in



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The Dominion Printing Ink
and Color Company, Ltd.

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John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
MONCTON, N.B.

A RARE OPPORTUNITY

Type, Machinery and Supplies at Prices far below Cost

LOOK for our special Pargain list of surplus machinery, type and supplies, being mailed direct to the trade next week.

For a limited time only progressive printers will have an oppertunity to equip their offices with reliable machinery, new and up-to-date type, soiled and second-hand wood goods and supplies at ridiculously low prices.

THIRTY TONS of new type put up in our old weight and scheme fonts will be sold at 30-50 per cent. below list to make way for a complete new stock of type made up in uniform price and scheme fonts.

Rebuilt Miehle and Cottrell two-revolution presses, various makes of Drum cylinders, Wharfdales, power cutters, stitchers, lithographing presses, die stamping presses, fast running job presses and Gordons, also soiled and second-hand wood goods, galleys, job sticks, etc., etc., will be disposed of at the same greatly reduced prices.

There will be something in this list of interest to every printer in Canada. See that you get yours and select your special needs. Everyone must be prepared to be disappointed as orders will be filled in order of their receipt, and any article sold cannot be duplicated except at regular list prices.

BARGAINS promised for every printer. If list not received by October 15th, write for one, as we may have overlooked you.

ANGLO-CANADIAN TYPE AND MACHINERY LIMITED

96 SPADINA AVE., TORONTO, ONT.

IN TIMES OF WAR

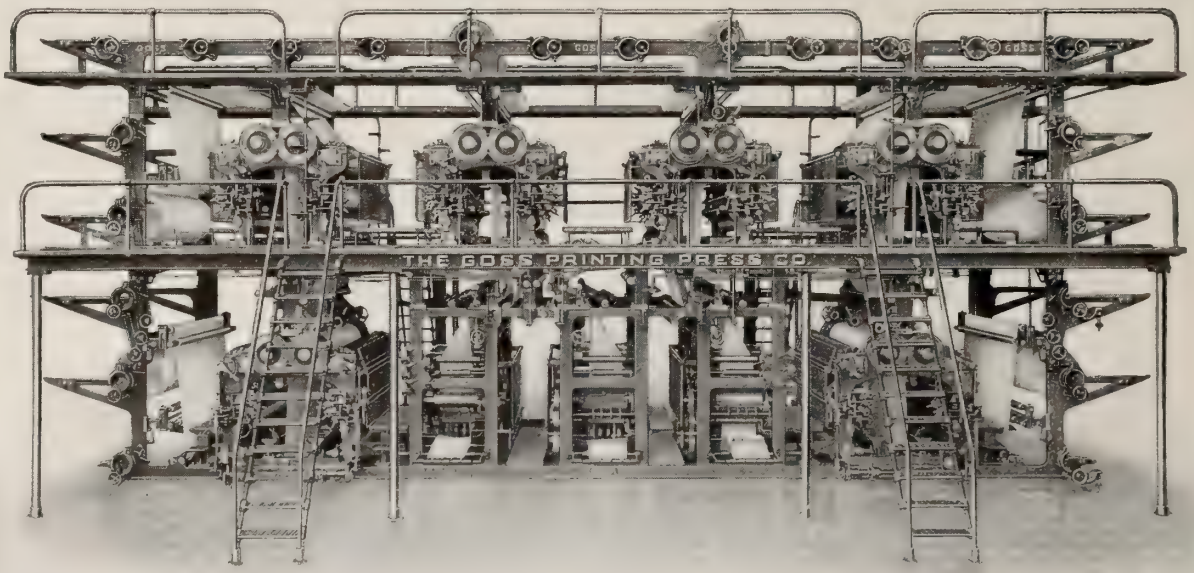
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GOSS

High Speed Straightline Newspaper Presses

are the standard for

RELIABILITY—SPEED—EFFICIENCY



GOSS SPECIAL HIGH SPEED DOUBLE SEXTUPLE PRESS

WITH SIX FOLDERS

CAPACITY 216,000, FOUR, SIX OR EIGHT PAGE PAPERS PER HOUR

BUILT EXPRESSLY FOR

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CHICAGO, Main Office and Factory, 16th St. and Ashland Ave. NEW YORK, 220 West 42nd Street

THE GOSS PRINTING PRESS CO. OF ENGLAND, LIMITED, HAYES, MIDDLESEX

WEEKLY BLACK

for better results on the weekly newspaper

Prints Black and clean on cuts and adds 100% to the appearance of your paper.

Will not dry on the Press.

Now being used by scores of Canada's leading Weeklies.

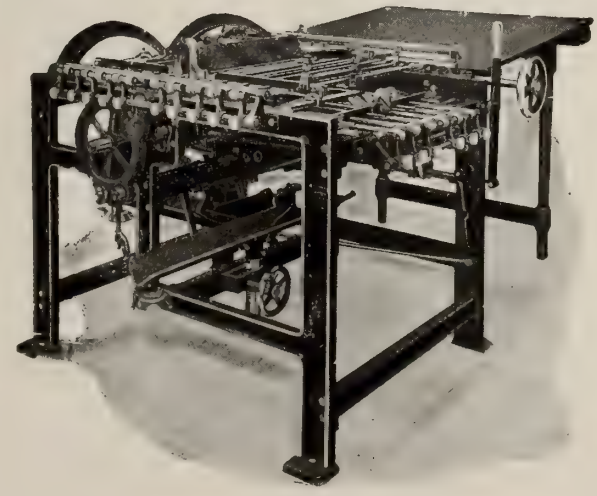
SINCLAIR & VALENTINE CO. OF CANADA, LIMITED

233 Richmond Street West, TORONTO — 173 McDermott Avenue, WINNIPEG

H. J. LOGAN,

Bookbinders' and Printers' and Paper Box Makers' Machinery

114 ADELAIDE STREET WEST, TORONTO



"BROWN" FOLDING MACHINE

Folding Machines
Sewing Machines
Cutting Machines
Stitching Machines
Punching Machines
Perforating Machines
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Addressing Machines
Waste Paper Baling Presses, Etc.

EXPERT REPAIRING

Some Rare Opportunities in Newspaper and Magazine Printing Presses

We offer for sale at extraordinary low prices the presses listed below, ALL HONESTLY REPAIRED and in good condition.

Goss 64-page 4-deck Octuple Press with four folders.

Goss 48-page Sextuple Press with high-speed folders.

Three Goss 32-page 4-deck Presses with color decks and high-speed folders.

Goss 32-page 4-deck plain black press.

Goss 32-page double-width Quadruple Press, with color cylinder.

Two Goss 24-page 3-deck Presses with color cylinders.

Scott 24-page 3-deck Press with color cylinder.

Goss Single-Roll 8-page Press.

Goss 3-deck 24-page plain black Press.

Scott 16-page 2-deck Press with color cylinder.

Scott 8-page Rotary Multi-Color Press.

Potter 48-page double-width Sextuple Press.

Potter 16-page 2-deck Press.

Duplex Flat-Bed Press, Angle-Bar Pattern, printing 4, 6, 8, 10 and 12-page papers.

Duplex Flat-Bed Press, Angle-Bar Pattern, printing 4, 6, 8 and 10-page papers.

Duplex Flat-Bed Press, Angle-Bar Pattern, printing 4, 6 and 8-page papers.

Magazine and Periodical Presses Printing from Curved Electrotype Plates

Cottrell 16-page Rotary Press with flat delivery for pages 11½ x 16½.

Goss Machine, suitable for fashion sheets and periodicals. Delivers in signatures of 8 and 16 pages. Page size 11½ x 16½ inches.

Scott 32-page Farm Journal Machine, for pages 10⅝ x 15 5-16 inches.

We also have several excellent Reconstructed Presses of Our Own Make and a Large Assortment of Stereotyping, Electrotyping and Photo-Engraving Machinery.

All of which will be carefully repaired and put in good working condition.

If you require, or are likely to require, increased facilities, now is the time to provide for them. Another such opportunity may never occur again.

Let us know your requirements: we probably have the machine to meet them and will make the PRICE AND TERMS RIGHT.

FURTHER PARTICULARS APPLY TO

R. HOE & COMPANY

504-520 GRAND STREET, NEW YORK

—ALSO AT—

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120 ST. JAMES STREET, MONTREAL, CANADA

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OF course you consider both the character and price of the stock you are to use. You purchase a paper that measures up to the needs of the catalog to be made.

If a catalog is to receive hard wear—if its contents are valuable and should be preserved for frequent reference—there is no stock more suitable than

SULTAN COVERS

Sultan is an all rope stock, almost as hard to tear as a piece of cloth. But beauty has not been sacrificed to strength.

Sultan covers are made in twelve oriental shades—so attractive that little printing is necessary to give them maximum impressiveness.

Regularly carried in 20 x 25-60 and 20 x 25-100 called Rhinos.

Samples on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

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Cut down your Press-room costs.

Get Reliance Plates and watch your time costs drop.

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Prompt Service Guaranteed

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Order Winter Rollers Now

Printing Inks
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MAIL YOUR ORDER

Canada Printing Ink Co., Limited

15 DUNCAN STREET - TORONTO, ONTARIO



We have a new catalog here for you

Each of the catalogs pictured below contains many pages of vital matter—each interesting and instructive to any printer interested in greater job plant efficiency. A brief description is given below and we want your request for your catalogs according to your needs. No charge. No obligation.

CATALOG OF GOLDING JOBBERS

This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, rigidity and durability, unexcelled ink distribution—a press capable of raising the standard of his printed product—decreasing the percentage of cost and increasing the net profits.

CATALOG OF PEARL PRESSES

This is for the man interested in a small, fast press for small work for the rapid production of envelopes, tags, statements, bill heads, note heads, inserts, folders, etc.: a very practical and desirable press also for breaking in apprentices.

CATALOG OF GOLDING CUTTING MACHINES

This is for the printer interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes, 8 inch up to 42 inch, and adaptable for cutting or trimming of paper, cardboard, leather, cloth, veneer—all stocks from tissue to tin.

CATALOG OF PRINTERS' MACHINERY AND TOOLS

This is for the printer who is intereted in a general sense and whose requirements are varied.

CATALOG OF TOOLS AND SUPPLIES

Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Type High Gages, Etc.

CATALOG OF GOLDING HOT EMBOSSER

This catalog shows our electrically heated attachment facilitating hot embossing on any job press producing the deepest and most difficult kind of embossing jobs with only a little more than an ordinary printing impression—and introducing the fact that more heat and less impression is the correct theory for best results in embossing effects

GOLDING MFG. CO., Franklin, Mass.

COVER PAPER
OUR SPECIALTY

Sunburst
Antiquarian
Berkshire
Broadcloth
Congress
Old Cloister
Taffeta
Rhododendron
Bannockburn
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Bay Path
Caxton
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Complete Printers' and Bookbinders' Supply House

Writing, Bond and Ledger Papers, Book and Coated Papers, Blotting, Typewriter, Mimeograph, Gum, Cloth-Lined and Cartridge Papers, Cardboards, Bristols, Tickets, etc. Leather, Thread, Millboard, Marble Paper, Leatherette, Webbing, Ruling Pens, Book Locks, Index Tabs, etc.

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BROWN BROS., LIMITED
SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
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Certificates of Award
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Bonds · Diplomas Checks Charters ·

Goes Corporation Record
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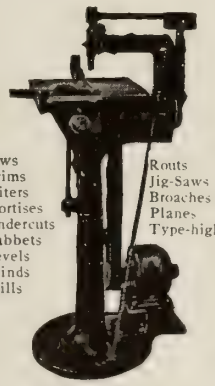
GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·

A From your Adman your first demand is Accuracy
C From your Jobman your first demand is Accuracy
C From your Compositor your first demand is Accuracy
U From your Operators your first demand is Accuracy
R From your Proofreader your first demand is Accuracy
A From your Makeup your first demand is Accuracy
C From your Stoneman your first demand is Accuracy
Y From your Pressman your first demand is Accuracy

These partners of yours can't deliver *accuracy* in your print shop without a

Miller Saw-Trimmer



Saws
Trims
Miters
Mortises
Undercuts
Rabbets
Bevels
Grinds
Drills

Routs
Jig-Saws
Broaches
Planes
Type-high

It's built to last a lifetime —and it's the ***best buy*** of a lifetime.

Send for 1916 catalog today

Miller Saw-Trimmer Co.
PITTSBURGH
Point Bldg.
New York Chicago

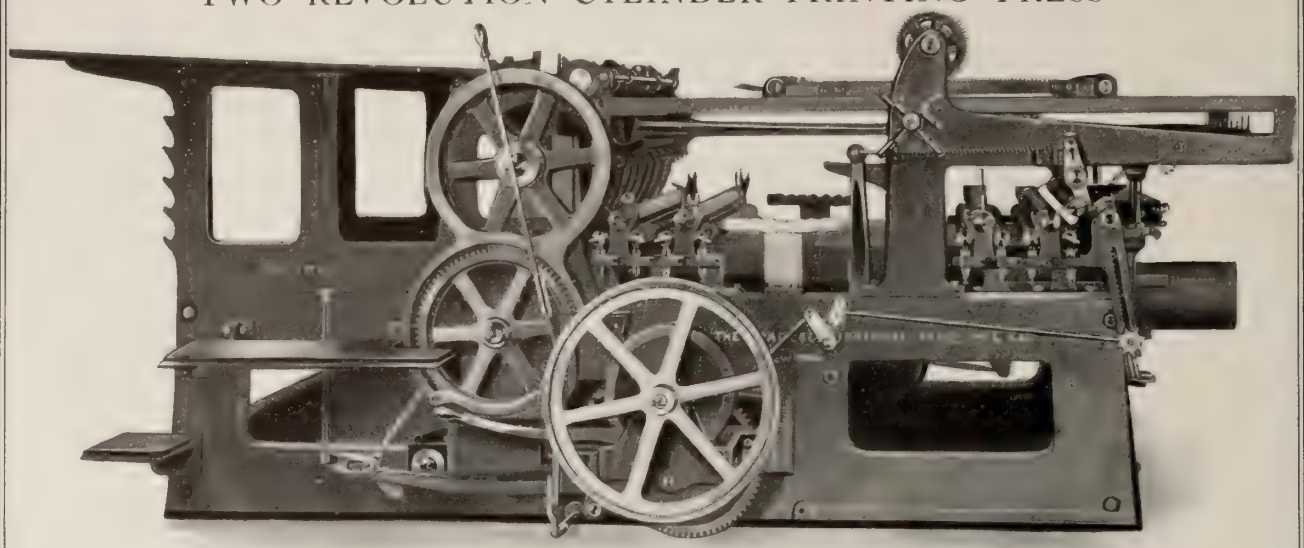
Border from 2-pt. rule—dotted center piece cut and corners mitered with Miller Saw

Say you saw it in PRINTER AND PUBLISHER

A BARGAIN.—WE OFFER FOR QUICK SALE A

BABCOCK "OPTIMUS"

TWO REVOLUTION CYLINDER PRINTING PRESS



No. 1 Style. Bed Size: 36x53 inches, with 4 Form and 4 Distributing Rollers. Serial No. 3311.
Has had very little use, and is in first-class condition. Guaranteed. Can be inspected in working order.
Must be sold quickly, to make room for another Machine.

THE J. L. MORRISON CO., 445-447 King St. West, TORONTO

Wilson-Munroe Co., LIMITED
TORONTO

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when ordering or quoting on BOOK CLOTH to specify
THE

HOLLISTON BOOK CLOTHS

¶ Because they combine ATTRACTIVE APPEARANCE, UNUSUAL STRENGTH and DURABILITY with REASONABLE PRICES.

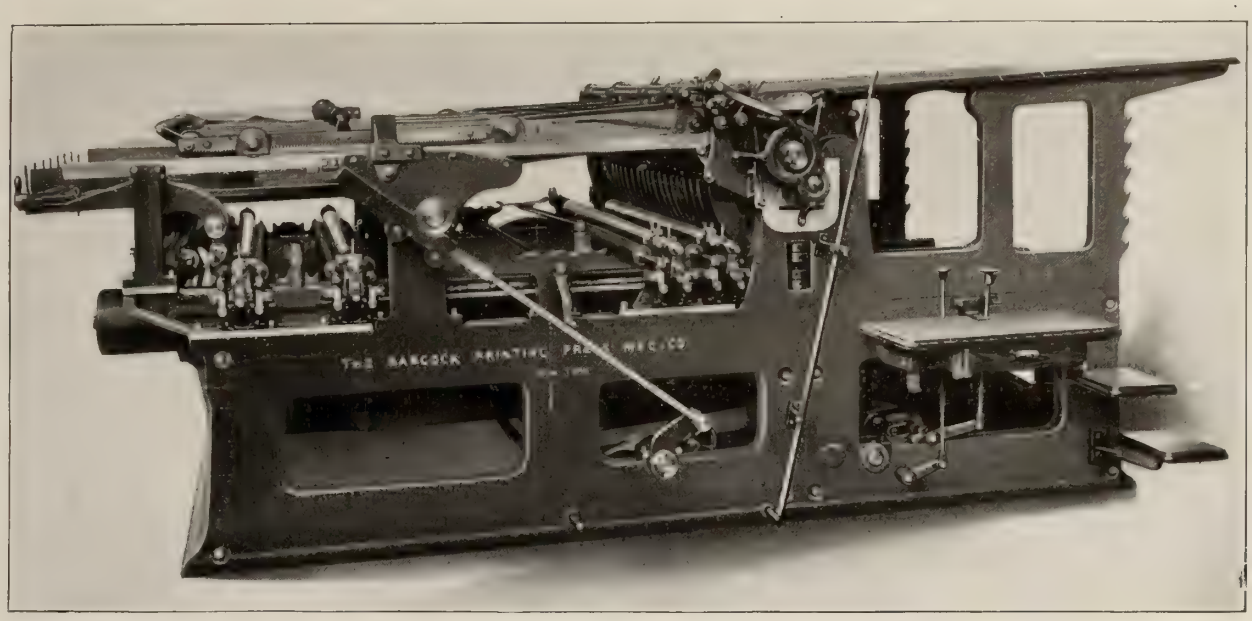
We are the SOLE CANADIAN SELLING AGENTS for these well-known cloths and carry in stock their entire lines:

LINENS, VELLUMS, SILKS, BUCKRAMS, CRASH, ETC.

Sample Books for the asking. **PROMPT SHIPMENT OF ALL ORDERS GUARANTEED.**

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

THE BABCOCK "OPTIMUS"



"Optimus" Distribution

All Babcock "Optimus" Composition Rollers are interchangeable — form rollers, table rollers, duct rollers—all exactly alike. Rollers which are unsuitable for the form can be used as distributors.

THIS MEANS ROLLER ECONOMY

Every printer should see how easily and quickly one man can remove or replace the rollers.

THIS MEANS TIME ECONOMY

Our Patented Roller Adjusting Mechanism is marvellously simple. The vertical adjustment is effected by means of a self-locking thumb-screw, a variation in height of one thickness of paper being instantly obtainable and automatically locked. No excuse for melting rollers. THIS MEANS ECONOMY in both Time and Rollers. See the machine at work. Watch the

"OPTIMUS" DISTRIBUTION

and you will agree that

Our Best Advertisements Are Not Printed—They Print.

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Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record **Canadian Linen Bond**
Earnscliffe Linen Bond **Empire Linen Bond**
Standard Pure Linen **Crown Linen**
Colonial Bond **Mount Royal Bond**
Canada **Donnacona**
Rolland Parchment **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices: 142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.

You Men Who Pay the Advertising Bills

A large organization, nation-wide, has been working for two years to promote better advertising conditions and to *protect the man who pays the advertising bills.* It employs a large staff of experts and has gone to great expense in order to *protect your interests.*

This organization is financed by advertisers, advertising agencies and newspaper, magazine, farm journal and trade paper publishers all over America—with the sole object in view of putting the buying of advertising space on a *sound, clean, businesslike basis*—so that *you,* when you buy advertising, can *know what you get.* It is not organized for profit—but for *service* only.

This organization is known as the *"A.B.C."—Audit Bureau of Circulations*—and is entitled to the support of every business man who ever pays a dollar for advertising space.

When you buy space from any publisher who is a member of the *"A.B.C.,"* you buy *CERTIFIED CIRCULATION*—circulation that is as bona-fide and square and honest as a *certified check*—circulation that has been *verified, in every smallest detail, by the trained and unbiased auditors of the "A.B.C."*

When *you* buy advertising space, buy it from those publications who have nothing to conceal, whose circulations are *certified circulations.*

PRINTER AND PUBLISHER
143-153 UNIVERSITY AVE., TORONTO, ONTARIO

Member Audit Bureau of Circulations

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.
Our work and rapidity of service unequalled. Out-of-town customers will please note.

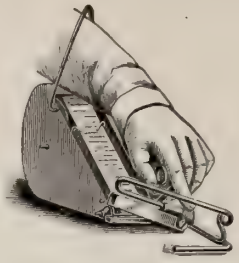


TRAYTON BLABER, Manager



There is no business that will bring in so large per cent. of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

You can give your most particular customer the kind of work he wants by using

STANDARD BRAND BLOTTING

Being made from selected cotton stock this high-grade blotting has the smooth, firm finish so necessary in the turning out of "classy" advertising work. A trial of "Standard" will quickly convince you that it is a most dependable line in every way—just the right quality for the printing house.

In justice to your good reputation you should not fail to give this splendid blotting a trial. Order a stock to-day.

We manufacture "Standard," "Imperial," "Sterling," "Curi-Curl," "Prismatic," "Royal Worcester" and "Defender" (enameled).

Standard Paper Mfg. Co.

Largest Producers in the World of Fine Blottings

Richmond, Va., U.S.A.

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING
Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

Exclusively—
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

This design is a TRADE MARK guarantee of quality.

WINDSOR BOOK
STANDARD S.C. BOOK
MAGAZINE BOOK

Windsor and Standard S.C. Book are carried in stock in good round quantities at Montreal and Toronto. All regular sizes and weights.

Magazine Book made to order only.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

COST vs. EFFICIENCY

The everlasting struggle which is going on in your plant. If efficiency wins cost goes down and profits go up.

I can show you how to become more efficient and increase your profits.

Will you give me the chance? You will be the gainer.

DANIEL BAKER
CONSULTING PRINTER

Room 610
Confederation Life Bldg. TORONTO, ONT.

Samuel Jones & Co.

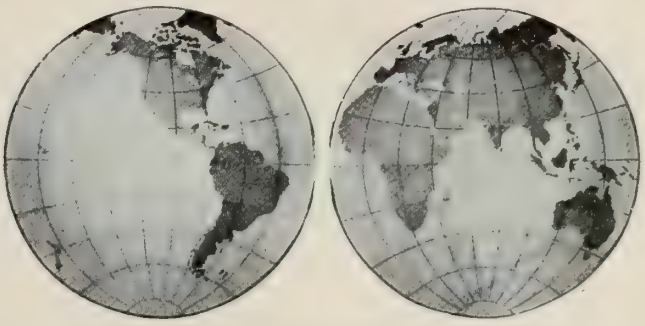
PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling LONDON, ENG. Code: A.B.C. 5th

WORLD



BLOTTING

SELLS WELL WHEREVER DISPLAYED

The many attractive colors in the "World" line make effective displays easy and quick profitable sales sure. The splendid service that "World" Blotting gives makes repeat orders certain, thus adding materially to the dealer's profits.

"**Hollywood**" and "**Reliance**" are two cheaper lines but the very best value at the price.

Our blottings set the standard. Secure a supply to-day and note how they sell.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Say you saw it in PRINTER AND PUBLISHER.

THE DOOR OPENED TO PRINTERS

No More Monopoly — Share in the Profits

COUNTER SALES BOOKS AND SUPPLIES

Duplicating Check Books
Carbon Leaf and
Carbon Back
All Sizes and Kinds

INDEPENDENT BRAND TRADE MARK COUNTER SALES BOOKS

Quality the Best
Prices the Lowest
Mutual Service
and Selling Plan

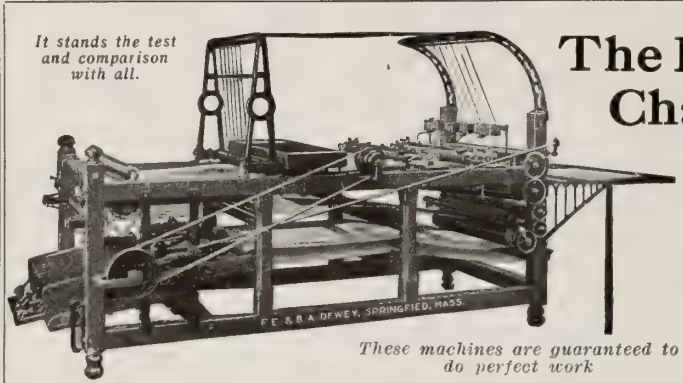
THE OPPORTUNITY OPEN AND THE WAY MADE CLEAR

JUST WRITE US TO TELL YOU HOW TO SECURE THE BUSINESS IN YOUR TERRITORY

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE TORONTO, ONT.

MENTION PRINTER AND PUBLISHER

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard, H. J. Logan and others.

Brass Rule Made to Order — *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER AND PUBLISHER

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

[MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS]

Vol. XXV. TORONTO, OCTOBER, 1916 No. 10

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The MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*
H. V. TYRRELL, *General Manager*
H. T. HUNTER, *Vice-President*
T. B. COSTAIN, *General Managing Editor*

ESTABLISHED 1887.

PRINTER & PUBLISHER

Published on the First Wednesday of Each Month.

WM. POWELL, *Business and Advertising Manager*
R. H. ECCLESTONE, *Eastern Manager*
JOHN C. KIRKWOOD, *Editor*
E. E. ADAMS, *Associate Editor*

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year; Single Copies, 20 cents. Invariably in advance.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

CHIEF OFFICES:

CANADA—Montreal, Que., 701-702 Eastern Townships Bank Building; Toronto, Ont., 143-153 University Avenue, Telephone Main 7324; Winnipeg, Man., 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES New York, T. F. Blissett, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 105 West Monroe St., Rooms 1104-7 Fort Dearborn Bldg., Chicago, Telephone Randolph 3294.

Cleveland, R. S. Langrill, 3112 Euclid Ave., Cleveland, Ohio. Phone Prospect 1270R.

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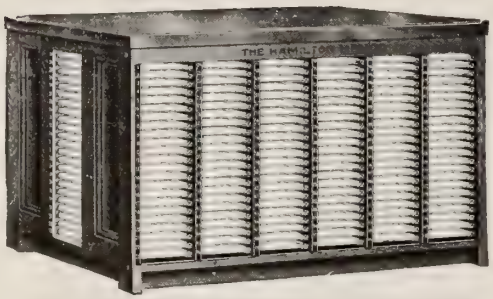
Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.



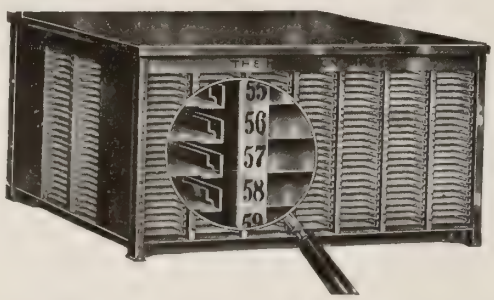
STEEL GALLEY STORAGE CABINET
Made in wood and steel in a variety of sizes.



STEEL GALLEY TRUCK
Made in wood and steel in two regular sizes.



NO. 3 SAVAGE WOOD TABLE FOR GALLEY STORAGE Made in two sizes.



NO. 723 STEEL TABLE FOR GALLEY STORAGE
Made in two sizes.
(Note system of numbering shown in magnified view)

Every Phase

of the composing room is completely covered by Hamilton Equipment. There are of course new problems frequently arising in connection with the handling of a composing room. These are eagerly seized upon by Hamilton engineers and carefully worked out as fast as they arise.

Keeping constantly abreast of the times is no more important for the Hamilton organization than for the printer himself, as the improvements brought out by the Hamilton factories not only make it easier to handle the work but cheaper as well.

An idea of the degree of thoroughness with which every phase of any one problem is handled will be noted by referring to the accompanying illustrations showing various kinds of Hamilton Galley Storage facilities supplied by the Hamilton Company, from which it will be seen that every detail of handling and storing matter on galleys has been covered. Not only have cabinets been provided but a galley as well—with patented jointless corners made by one mighty stroke of a powerful press.

With equal thoroughness are other branches of the printing industry covered by the Hamilton line. Put your problems up to the Hamilton Efficiency Engineers for solution.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St. / Montreal, 345 Craig St. W. / Rex A. Hand Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.

S. Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Richard — Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd. corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

Are All Printers Fools?—By a Fool Printer

The Mire Into Which the Printing Trade Has Fallen — Leaning on Broken Reeds — Salvation Depends on Knowledge — Printing Costs Have Advanced One-Third in Four Years

I OFTEN wonder if all printers are fools some of the time and whether some printers are fools all the time. Certainly all are not fools all the time, and none of us wishes to be at any time, and yet—what is the answer?

There is a larger percentage of failures, and the percentage of returns on capital invested is less, in the printing business than in any other single classified line. Therefore, if statistics are to be believed, it proves that either there is an unusual percentage of incompetents amongst us or that something is radically wrong with the business as at present operated.

THE accompanying article "by a fool printer" is a timely challenge to others in like condemnation. Everywhere one goes, one hears the wail of the printer who is a victim of senseless or ignorant competition. One wonders if the present time is the dark hour before the dawn.

PRINTER AND PUBLISHER knows from its own investigations that a lack of knowledge of costs is a prime cause of loss and failure in the printing business; and of the unfair competition to which many honest printers are being exposed.

The writer of this article is not the fool he calls himself, and while he writes caustically, he writes constructively. His plea for better conditions—who will respond to it?

THE POOR PRINTER GETS BUFFETED AT EVERY TURN

A banker when approached by a printer for credit is usually well justified in asking what the plant weighs so that he can figure it out at so much per pound for junk as a true basis for credit.

Machinery dealers will not trust us without chattel mortgages, liens or other preferred securities; thereby acknowledging their lack of faith in our probable future success.

The paper jobbers must charge us more than otherwise would be necessary were it not for the printers who have paid the machinery dealers for their machines in part or whole from the money realized on the paper purchased, and then assigned.

Our customers know that we are easy marks, and who can blame them for working us to the limit when such instances as noted below are a constant occurrence?

BLIND FOLLOWERS OF THE BLIND

I recently wrote a fellow printer, asking him how he arrived at the price at which he took a certain order. He replied to the effect that he had a copy of my price list and that he had added a certain amount to cover the increased cost of paper, and thought that the order would show a nice profit.

Upon investigation I found the price list referred to was in effect some seven or eight years ago, when my firm was losing about $20,000, a year, largely due to this very price list.

In another case recently a printer took an order below our price simply to "keep his plant busy," as he expressed it; and yet that printer did not know that our price was based on an exceedingly low cost, due to the fact that we were using an all rotary press, especially designed for the work, printing two colors at one operation, with an actual average output per hour of over three thousand large sheets, at a labor cost of less than 15c per thousand—whereas he was running twice through a cylinder press.

THE WAY OUT OF THE SLOUGH OF DESPOND

Printing is essential and necessary to the success of every kind of business, and we ought to be the tail that wags the dog, but instead we are simply the flea that irritates, and are swatted by the business world on every possible occasion.

We printers are in the grip of a vicious circle, and there is only one way out, and that is to cut that circle, disregard the old methods and operate on a modern basis.

To do this, we must know our costs; we must sell our goods at a profit; we must disregard what we are told the other fellow has done or will do; we must make each order stand on its own bottom by showing a profit; we must discontinue selling orders at a loss simply because we hope later to get some profitable business; we must specialize as much as practical; we must advance or lower our prices in accordance with the fluctuating costs of manufacture and the law of supply and demand.

Printing is manufacturing—selling is merchandising. We as printers are both manufacturers and merchants, and we must carry on our business as such.

THE PRINTER MUST KNOW COSTS

The basic fact necessary to success in either manufacturing or merchandising is to know costs, and apparently we as a class know but little, if we base our conclusions on the prices at which printing is sold to-day in comparison with the costs of printing a few years ago.

A few months ago I wrote about twenty printers asking

for their hour costs for the month of March of 1912,' 14 and '16. Only one printer could give me any information for 1912. Four printers gave me their figures for 1914 and 1916, and their figures combined with mine average as below:

Hour Cost Month of March.	1914.	1916.	Per. of Increase.
Composition, Hand	$1.23½	$1.35	9.3
Platen Presses	.78	.86	10.2
Cylinder Presses	1.47½	1.66	12.5
Ruling Machines	1.08	1.16	7.4
Bindery, Men's Machines	.80½	.88	9.3
Bindery, Girls' Machines	.51½	.69	34.1
Bindery, Girls' Hand	.32	.41	28.1
Bindery, Men Hand	.85	.91	7.0
	$7.06	$7.92	12.1 Average

My own records show that practically the same percentage of increase in cost took place from 1912 to 1914 as from 1914 to 1916.

If the above figures are approximately correct, and I believe they are, they prove that the actual cost of producing printing has gone up about 25 per cent. during these four years.

But this is not all. Since March costs have further advanced owing to the increased cost of and the decreased efficiency of labor; and, excluding paper, are probably 33 1-3 per cent. higher than they were four years ago.

Printers of Canada—what are you going to do about the situation? My own idea is that Associations, Boards of Trade, etc., etc., can do at best but little to overcome the existing conditions. The remedy lies with each and every printer applying business principles to his business and these principles are:

Know your own costs, sell at a profit, advancing and lowering prices in accordance with fluctuation of costs and the law of supply and demand.

Average Hour Costs in the United States

IN CONNECTION with the foregoing article, the following figures of hour costs in the United States for 1914, compiled by the United Typothetae and Franklin Clubs of America, have interest and value.

Hand Composition	$1.532
Job Presses	.883
Large Cylinder Presses	2.19
Small Cylinder Presses	1.452
Bindery "A"	1.128
" "B"	.924
" "C"	.667
" "D"	.415
Cutting Machine	1.197
Ruling Machine	1.253
Folding Machine	1.411
Slug Casting Machines	1.957
Monotype Keyboard	1.121
Monotype Caster	1.477
Rotary Press	2.233
Automatically Fed Job Press	1.41
Two color Press	2.514
Perfecting Press	3.483
Art Department	1.514
Litho Engraving	1.451
" Transfer	2.019
" Press	3.729
Power Embosser	1.975
Hand Embosser	1.378
Electrotyping	1.724

PUBLISHERS of daily and weekly newspapers, in separate sessions discussed the paper situation as it affects them in special meetings convened in Toronto, on October 6.

A Monument in Toronto to W. R. Prescott

THE International Typographical Union will set apart a day to be known as the "William B. Prescott Day." On that day every union printer will contribute his or her share for the erection of a plain granite shaft in St. James Cemetery, Toronto, in memory of the late William Blair Prescott, president of the I.T.U. for six and a half years. The shaft will be in keeping with the simple, unpretentious, unostentatious life of Mr. Prescott.

The convention adjourned out of respect to his memory one whole day. The convention also instructed the executive committee to report a scheme at the Colorado Spring's Session of 1917 for the erection of a building in Indianapolis to be known as the William B. Prescott Building.

Printer & Publisher

WOULD LIKE TO KNOW AND HAVE

THE NAMES of Secretaries of county or district Press Associations not included in the list published elsewhere in this issue—this to fill in omissions.

THE NAMES of Secretaries of local or district printers' organizations.

THE PHOTOGRAPH of employing printers, publishers, editors, advertising and circulation managers, for reproduction in our columns.

BIOGRAPHIES of newspapers, printing and publishing establishments, and interesting men connected with the printing and publishing world.

CORRESPONDENCE from our readers on matters of concern or general interest.

EXAMPLES of good newspaper advertisements, circulars, booklets, etc.—for the purposes of review, criticism and photographic reproduction;—These in particular from those who are ambitious to do better work.

SUGGESTIONS designed to help the editor make PRINTER AND PUBLISHER more pertinent to the business and needs of readers, with expressions of appreciation or criticism, as the writer may feel like making.

PRINTER AND PUBLISHER is Canada's only paper of its kind, and it is sensible of its obligations to the two worlds it serves—printing and publishing. You are invited, therefore, to respond to this standing invitation to make PRINTER AND PUBLISHER more interesting and valuable to yourself.

On Ad Composition in Country Weeklies

Poor Composition Keeps Advertising Back — Type Faces — A Good Lay-out Helps—An Advertisement Analyzed and Constructive Comment Thereon — Studying and Appraising Advertisers' Copy

By JOHN TYPEHIGH

THE typography of advertisements in country weeklies is, as a general thing, very far below the best standards; and one is led to the conclusion, after an examination of a score or more of representative weekly newspapers, that the inferior composition is related to the failure to get visible results experienced by so many retailers of country towns.

The blame for poor composition has to be placed on the advertiser as well as on the compositor. If the advertiser gives the compositor no real help—this by providing no carefully prepared layout; or if he insists on his ideas, probably very raw ones, being carried out even against the better judgment of the compositor; then the advertiser is to a very considerable degree to blame for the poor work produced.

Yet one cannot escape the conclusion that the responsibility for poor composition rests with the publisher: he is careless himself about this matter; or he is not trained himself to distinguish between good and bad composition.

THE PUBLISHER'S OBLIGATION

Usually the compositor is an employee, and in a country office one doesn't look for first-class typographers; but the fact remains that a great deal better work can be done in the offices of country weeklies; and in the interests of resultful advertising, much better work should be done. Let this be said: The publisher who gives much attention and educated knowledge to the question of advertisement composition, gets a reward — a good one — in dollars and cents: he makes advertising so attractive, so attention compelling, so impressive, that both space-buyers and readers are influenced, and become responsive to the appeal of good composition.

THE QUESTION OF TYPE FACES

To get good composition, one does not need a wide variety of type-faces, or even of type-sizes. The Casions for both display portions and body matters are hard to beat. Cheltenham for displays is good and nearly every office has a supply of Cheltenham. Good Gothics lend themselves to good composition—though they would not be happily used for a jeweller's advertising. Other good faces are Bookman, MacFarland or Foster in character. Personally, I am not very partial to the once popular, and perhaps still popular, De Vinne face. Its thicks and thins are too pronounced for my liking. In my judgment much more pleasing effects can be obtained with other faces. However this may be a matter of taste, I am ready to admit, however, that De Vinne is greatly to be preferred as a display face for ordinary commercial work to some overfancy or ornate faces I see used from time to time in country weeklies.

THE HELPFULNESS OF A GOOD LAYOUT

A good layout, if prepared by a good display man, is a great help to the compositor. It suggests instantly, by its very countenance, the finished effect. I do not go in for the layout man specifying type faces and type sizes, unless he knows thoroughly just what he is doing; and the resources of the office that is to do the composition. The best results in job composition are undoubtedly secured when the layout or display man knows typography "down to the ground," and when every detail is carefully and intelligently calculated; but it is vanity and ignorance on the part of a layout man to specify type faces and sizes when he hasn't calculated everything carefully and when he doesn't know if the office doing the composition has the faces and sizes he specifies. Again a compositor, if he is any good at all. likes to be allowed some use of his trained knowledge and faculties in the composition of an advertisement.

In a country town, one looks for neither good layout men nor first-class typographers. Occasionally both may be found, but such cases are so rare that they can be dismissed from thought.

The composition of advertisements is the every day business of a compositor, and he ought, therefore, to acquire superior ability in the doing of this class of work; but the writing and designing of advertising are not the every day business of the country retailer, and therefore they are excusable when they send their copy to the publisher "in any old way." Likewise the compositor is excusable when he fails to handle copy "fired at" him "in any old way" with celerity combined with good judgment.

Now that we have given the devil his due, or two devils their due, let us become constructive; not merely be condemnatory.

AN ACTUAL EXAMPLE

Let us suppose that the text the retailer sends to be set up is as follows:

BUILDING MATERIALS

If you want a good roof buy a few thousand of our Red Cedar B.C. Shingles.

We have a good stock of Laths, Lime, Plaster, and all accessories for interior work.

If you want anything at all in the line of building material, you can depend on getting it here.

Let us figure on your bill.

Beaver Lumber Co.
Lanigan, Sask.
'Phone 60. C. K. Williamson, Agent.

This is a typical bit of copy—dashed off, and made up of several separate announcements or appeals, each more or less independent of the others. And the copy is received by the publisher, let us assume, written out in long-hand on a piece of manilla wrapping paper or on the firm's letter paper. The copy is to make an advertisement 2 cols. wide by 5½ inches deep.

CRITICISM AND SUGGESTIONS

How the compositor handled this piece of copy is shown —in the accompanying photographic reproduction of it. This piece of composition is by no means altogether bad. Indeed, it is creditable rather than otherwise; yet it is faulty. For one thing it lacks "punch." It doesn't make

BUILDING MATERIALS

If you want a good roof buy a few thousand of our Red Cedar B.C. Shingles

We have a good stock of Laths, Lime, Plaster, and all accessories for interior work

If you want anything at all in the line of building material you can depend on getting it here

LET US FIGURE ON YOUR BILL

BEAVER LUMBER CO.

LANIGAN SASK.

'Phone 60. C. K. WILLIAMSON - Agent

A.—Photographic reproduction of original advertisement which occupied space 2 columns wide x 5½ inches deep. Note reset of this to the right; also critical comment in accompanying article.

BUILDING MATERIALS

If you want

A Good Roof

buy a few thousand of our

Red Cedar B.C. Shingles

If you want anything at all in the line of building material you can depend on getting it here.

We have a good stock of Lathes, Lime, Plaster, and all acc ssories for interior work.

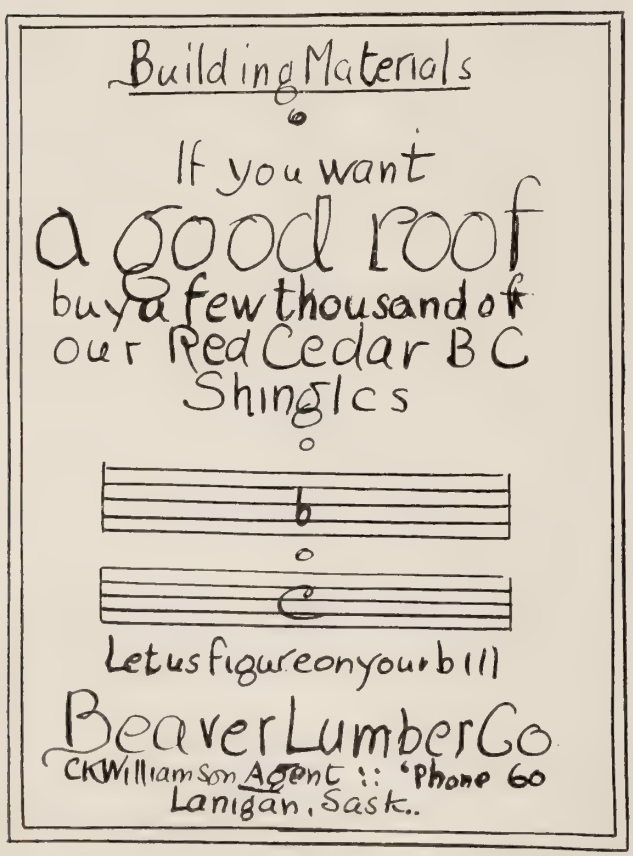
Let us figure on your bill

BEAVER LUMBER CO.

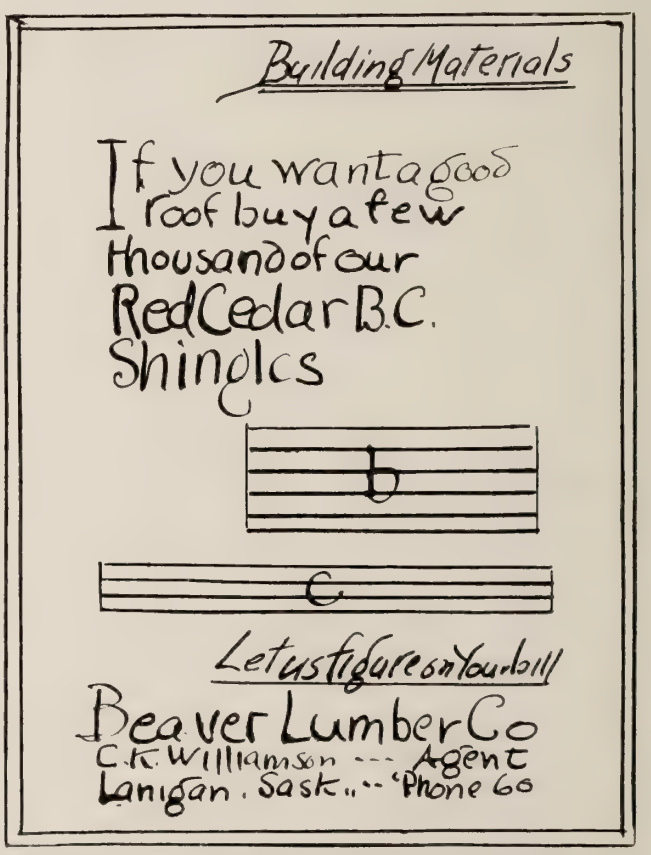
C. K WILLIAMSON, Agent Phone 60

LANIGAN, SASK.

B.—Reset of advertisement to the left as per layout in suggestion below—marked "C."



C.—Rough layout of advertisement marked "A" above. The reset is based on this layout, which is provided to indicate how a better, because stronger, treatment could have been secured.



D.—Another suggested layout of advertisement "A," as above, provided along with "C" to show better display and selling effects than original treatment.

anything very prominent or emphatic. The border is too heavy—a little funereal. The head line and the signature while both are correctly set in caps, are set in different faces; that is, consistency is observed in display portions by the use of caps throughout, but the same face should be used throughout for displayed portions.

I am suggesting two or three different treatments—in the form of rough layouts—for this same copy, to show how stronger effects could have been secured; and I am showing one of these treatments translated into a piece of actual composition, to show what is, in my judgment, a better handling of the copy.

APPRAISING THE COPY

Let me here say to the compositor this: when you receive a piece of copy, with no special instructions or suggestions as to its setting; read it over to ascertain what is the main message, in your judgment, which the advertiser is to deliver. What is the Big Fact or the Big Proposal, or the Big Feature? Having decided on this, play this up more boldly than other positions of the copy.

In the case of the copy in question, it is perhaps a little difficult to determine just what is the big fact, or feature calling for emphasis. I take it, however, that the "good roof" idea is the strong feature of the advertisement, and on this assumption I have devised my layouts.

SOME GUIDES IN COMPOSITION

In the designing or laying out of advertisements, the copy for which is supplied me in typewritten form, without any indication as to the relative value of the various paragraphs, I observe certain general rules:

I read the copy over carefully to discover the Big facts or features—this to help me decide on the parts of the copy to be displayed; and to determine the strengths to give to the various displayed portions.

Subordinate material is to have subordinate treatment—this by the use of smaller type and possibly by indents. By subordinate material I mean those portions of the copy which seem to amplify or interpret other portions. Also parenthetical or semi-parenthetical or minor portions are to be given minor display.

Here and now I am saying nothing about other phases of display — white space effects, balance, margins, borders, the position of illustrations, right type faces and right type-sizes, and so on. Here and now I am concerning myself merely with the display values of the copy. You must fix upon this before you produce your compositions. You must ascertain the thought and the intention of the advertiser first of all; and then you must endeavor to translate his thought and intentions into type-language—so that the finished composition will unmistakably and forcefully deliver the advertiser's sales message to the general public.

Too often the compositor quite neglects to study the copy submitted to ascertain the advertiser's mind; and he proceeds to make a "job" of it—a balanced piece of composition. Good, strong and selling composition can be obtained only when the copy is studied for the proportionate values of its parts and when these varying values are successfully portrayed.

* * *

Returning to the thought contained in the opening paragraph of this article: Publishers will make their newspapers much more pleasing to the eye, and the advertising of their space-buyers far more impressive, and therefore resultful, if they work with their compositors to secure the best possible typographical treatments for retailers' copy. These good results will in turn increase local appreciation of the possibilities of advertising to sell goods.

Making Type Talk

NOT to put too fine a point upon it type has become the subject of invention. Actually it is as definite in its principles and application as the five orders of architecture. And it is usually the architect who lays out the best pages, and arranges type in the best forms. He attempts no startling digression; he simply follows the original rules in his type, the same as he follows the original rules in his facades, gables and ceilings. Almost anything can be diverted into new and conspicuous channels.

Type is easy to understand when you think of it as a gentleman. It is very hard to understand when considered as a fop. Likewise, it is easy to read if arranged in the simple, natural manner of its intention; and generally hard to read if made the subject of a process of garnishment and frippery.

It is a point to remember, the distinction between reading matter and advertisements. It is the whole reason for typographic hysteria in advertising. The effort to emphasize the distinction, apparently, is responsible for all the weird and wonderful forms of type composition extant. And yet it would seem the function of an advertisement first to get itself read.

Let it then be type but let it be simple. Let it be used to tell the story; not to confuse the mind of the reader.—*Cheltenham Advertising Agency.*

Early Printing

THOSE who believe printing to have been invented in Europe during the 15th century, may be surprised to read of Cambridge University having acquired "The Works of the Chinese philosopher, Liu Tsung Yuan, printed in 1167." China has been credited with anticipating not a few modern inventions, but her claim to have discovered the art of printing centuries before its adoption in Europe, is beyond dispute. An edition of most of the Chinese classics was printed by means of wood blocks in 922 A.D., and movable type is said to have been devised by a blacksmith, Pi Shing, in the eleventh century.

History of the Word "Pica"

WHILE some of our dictionaries believe the word "pica" as descriptive of twelve-point type, comes from the Latin *litera picata* (pitch-black letter), Everett R. Currier has a more interesting story of the origin of the expression. He says:—

"The word 'pica,' known to ornithologists as the Latin name of the magpie, came to occupy its present place in typography in a curious round-about way.

"Going back to the first centuries of printing we discover that the Ordinal, an early English church calendar or liturgical book, was nicknamed 'the Pica,' because the spotty, pie-bald effect of the black-letter page on white paper suggested a magpie's coat of feathers.

"From this the word came to be employed to designate the size of type as used in the Ordinal."

C.P.A. Against Sunday Labor

THE advisory committee of the Canadian Press Association has acted unfavorably upon a proposal made by Canadian paper manufacturers that the newspapers of Canada interest themselves in the movement to have the "Lord's Day Act" (which prohibits work on Sunday) set aside until after the war for the purpose of operating paper mills on Sunday.

Advertising Agencies

PRINTER AND PUBLISHER has received during this last month two letters from publishers of weekly newspapers complaining of the methods of advertising agencies. No particular agencies were named, but there was a certain generalization of condemnation.

One correspondent asks, "I would like to know what profit there is in doing business with advertising agents when you have to pay them 25% or more and wait for your money until they see fit to send it. If I make 25% on business I am content to take it, but I will not work for nothing."

To this correspondent and others of like opinion PRINTER AND PUBLISHER would say that if they are members of the Canadian Press Association and will communicate to this body a specific statement of their complaint regarding belated attention to payments, the matter will be dealt with satisfactorily, effectively and promptly. The C.P.A. keeps the recognized agencies up to the mark in regard to settlement of obligations to its publisher members; and in so doing does a good service to both members and agencies.

In reply to the query—what profit is there in doing business with agents on a 25% basis? The average publisher of a country weekly receives very little "general" or "foreign" advertising nowadays (except patent medicine advertising) that is not sent him by an agency; and if a publisher wants more general or national advertising he cannot hope to get it except through an agency. This is a general thing, since more and more is general or national advertising being "placed" through agencies; and the custom prevailing is that publishers pay agencies commissions ranging from 15% to 25% for business "placed" by them. Thus it becomes a question for the publisher: "Do I want the business at a 25% discount from my rates?" If the answer is yes, then an answer is given to the other question—what profit is there in doing business with agencies? It is taking the business from the agent, or not at all.

One thing is true: Many a publisher of a country weekly does not get enough for his space; and in making his rates he sometimes does not allow for the cost of *selling* his space; reckoning on only one advance, namely, that of the profit he himself requires over and above production costs.

When reliance must be placed on a third party either a special representative or an agency, to sell the publisher's white space, it is obvious that a second profit must be added to the rate; and sometimes a third profit. Selling costs are usually very high. Manufacturers of typewriters, sewing machines, safety razors, phonographs and many another commodity that must be sold by effort multiply production costs four or five times to arrive at the right selling price. Publishers are manufacturers, but they are, as a class, not good merchants; not good salesmen; and they do not put their selling figure high enough. One consequence is that at the prices they do sell at they simply cannot afford to engage a salesman or employ any methods involving outlays of money to have their white space sold.

The cost of selling and the right price at which to sell are two matters that Canadian publishers as a class have not studied at all diligently or intelligently; and they are paying dearly for their neglect or oversight—whichever it may be.

PRINTER AND PUBLISHER has on numerous occasions declared that publishers in Canada are not receiving enough for their space, and has called upon them to investigate the subject resolutely; but so far the response has been almost nil. There are reasons—not very good ones—for this reluctance; and some day publishers of country weeklies in particular will face the problem as it ought to be faced, and will arrive at the right solution—which will be much higher rates than those they are now obtaining.

Some publishers producing weeklies of real merit as advertising mediums for national advertising are getting the rates they want, which rates have figured into them the 25% commission paid to agencies. That is, the advertiser, not the publisher, pays the 25%; the publisher's required and desired profit is provided for in the "net" rate.

The good advertising agency is a salesman for publishers, a creator of advertising; and it may be argued, as Mr. Anson McKim argued in a recent issue of PRINTER AND PUBLISHER, that the compensation of agents should be paid by publishers; and not by their clients, as some hold.

* * *

The other communication which PRINTER AND PUBLISHER has received on the same general subject is as follows:

We find that in dealing with some of the agencies, that we are subjected to many little annoyances in the settlement of accounts. We have on three occasions lately been put to extra trouble through our statements being disputed, amounts due being sent back short and delays in settlement, in spite of the fact that we keep a strict record of our business, send statements each month and make particular that we adhere to the provisions of the contract.

We have to admit that in some of the instances we have been allowed the amounts after pointing out the supposed mistakes on the part of the agencies, but this happens so often that it looks very much as if the agencies try to beat the publisher every time they get a chance. It looks too much like a cheap five-cent attitude and were it not for the principle of it and the fact that the agency often appears as if it were trying to "put something over," it would pay a publisher not to waste his time in disputing them. But as I have no doubt that other newspaper men suffer the same annoyances, I would like to see some comment made on the same. When a publisher is living up to the terms of a contract, and then is beaten out of his due, it is time some concerted action was taken to demonstrate to the agencies that they will have to abandon these tactics.

Better if the newspapers had an advertising agency of their own than to have to spend a lot of time settling up with agencies over matters that should never enter into dispute.

Offending agencies should give heed to complaints like these. Quite apart from the rights and wrongs of the matter is this point of view: The best results for both publishers and agencies are dependent on a spirit of mutual co-operation and accord. When suspicions and antagonisms arise and develop, the hand of the clock is put back. Good relations between agencies and publishers have been cultivated somewhat sedulously during past years, doubtless because it was perceived to be good business; and when cordial and proper relations are disturbed by offences on either side, there is loss to both sides.

The Bane of Anonymous Correspondents

ONE of the unique phases of newspaper reporting is the stupid persistence with which people will keep on sending in news, generally legitimate for publication, without in any way allowing the editor to know on whom he is relying for his information. If the matter is published, and if afterward there should prove to be anything erroneous, or if for any reason the editor wishes to refer back to his informant, he is utterly helpless. Such matter always goes direct to the waste-basket. A thousand times in this and other papers has attention been drawn to this, but still the unauthenticated news comes, and still it goes to the waste-basket. One editor asks such writers if they are ashamed of their names. Someone styling himself. "Our Owen Sound reporter" might take notice.—*Semi-Weekly Post*, Thorold.

The Newspaper of 1925—Perhaps Sooner

Four Pages as an Ideal Size - The Toronto *World* of the 80's—Big Space Advertisements May Become Rare -- The Party Paper to Fade Away

By P. O. WELL

THE desire to consume pulp synchronized with the development of the typesetting machines. Why it should have been so, is one of the mysteries to me. Frank Munsey's opinion that the old New York *Sun* of four pages was the best paper ever published in the United States revives old memories. My humble judgment agrees with Mr. Munsey's, at least. *The Sun* had a few imitators —and imitation is the sincerest endorsation of a man's success. At any rate, New York *Truth* followed the style of *The Sun*, and then up bobbed *The Journal*. *Truth* went to the graveyard, and *The Journal* went to the "Saffrons," a distinction without much difference.

The best Canadian imitator of *The Sun's* style of condensing news was the Toronto *World* of the 80's, and its four pages five days, with eight pages on Saturday. And the galaxy of Canadian stars on *The World* those days were the late John Maclean, father of W. F. Maclean, M.P.; James and John, brothers; Arnold Haultain, James Fahey, Harry Good, George Gray, Charlie Clark, and The Khan, and others of the same magnitude.

THE MOST TALKED-OF PAPER IN AMERICA

The Sun was the most talked of paper in America. If you see it in *The Sun*, it's so; a guarantee that Charles Dana, its great editor, gave the reader. It looks to the writer that Mr. Munsey will repeat the Dana success, and will not work the pulp mills overtime. An eight—perhaps a four-page *Sun* is among the things of the future.

But there are others. The smaller town and city weeklies were inoculated with the pulp views. Country papers that sold for $1.50, increased their sizes from 6 col., 20-inch, to 7-col, 22 inch, eight-page papers, and paradoxical as it may seem, reduced the price to $1 per year. Forty and less years ago, few weeklies in Canada sold for less than $1.50. The Dominion Government reduced the postage rate a little—and the publishers tumbled all over themselves to hand the money to the subscriber, and gave him a good deal more of their own coin as a bonus. The publisher is always an "amuzin' little kuss," to use Artemus Ward, a printer.

Then came the business paper, otherwise known as the trade paper. The publishers of these latter were generous, too. They set too low a subscription price, considering the quality of paper and high-grade service furnished, and have been hustling ever since.

WAR—THE AWAKENING JOLT

War conditions have brought the entire bunch from the clouds. Soaring among the angels, and making one's bread and butter from earthly newspapers, is hard on the business manager. Some have finished up in hospitals for the deranged—others "dust to dust." The picture is not overdrawn. I have watched events closely since the fall of 1879; besides it cost me a lot of money and the loss of a year's time before the medical men got me back to where I was.

The people have the "penny" habit. A penny is the Americanism for one cent. If you want to see real comedy, get into a town in the "nickel-or-five-cent-belt." Some few years ago I worked in such a city. There were two papers in the place. The evening paper sold to subscribers for 25c per month, and the morning paper for 10c per week, both delivered. To get either one of these papers delivered to the homes of the people was the hardest job the circulation manager had. The boys could buy a dozen evening papers for eight cents and sell them for 60c. Pennies hadn't arrived at that time, and if you had one in your pocket, the only place you could separate yourself from it was at the post-office. Still the publishers sold "penny" papers. What do you think of them? They were inoculated with the pulp views, that's all. Perhaps an alienist could have discovered other bugs.

DEPARTMENT STORE ADVERTISING

This brings me to what I'm going to say about "the newspaper of 1925—perhaps sooner." And I might as well get at the advertising question now as at any other time. The departmental stores of the cities imitated John Wanamaker, of Philadelphia, and Marshall Field, of Chicago. They were the pioneers in "news" advertising, and made money at it. A. T. Stewart, of New York, followed, and T. Eaton, of Toronto. As late as 1896, the Eaton company carried daily 150 lines, agate measurement, in three dailies of the Queen City. Departmental stores sprang up like mushrooms in most cities and a large number of towns. The original stores mentioned above made money, and an explosion or two more would not hurt anyone. So they went to it. Advertising grew faster than a school boy does out of his clothes. But the price the newspaper received for it was not of such fast growth by a long sight. The departments ad. had a multiplicity of items and small type was necessary—and so the ad. composition expense grew, and the generous publisher put up the money himself. The merchants of the small towns got the habit. Instead of changing their old-time stock ads about once a month, the change was of weekly occurrence—and the country publisher, like his city brother, footed the extra cost, and not as much as twittered over it for several years. The newsy ad. of the departmental stores was devoured by the housewife after she read "the births, marriages and deaths," and the circulation grew, and the pulp mills were busy as honey bees—and since the war, believe me, have gathered some of the nectar, too.

SMALL PAPERS TO COME

This leads to another question, and it has an important bearing on the "newspaper of 1925—perhaps sooner."

Anyone who knew New York from 14 to 23rd Street a few years ago, knows that departmental stores in that district were as numerous as children in a Quebec family. Today they are as scarce as German flags on the high seas. It is said that in ten years departmental stores in New York will be as plentiful as horse-car lines. And there are one or two of these left down town between the sky-scrapers. And this means that big space will not be so much sought for in the dailies. The small specialty store has taken the place of the departmentals. In Toronto, New York, Philadelphia and Chicago will be the only few departmentals in captivity.

This will mean a reduction in the size of newspapers and rates will go up, and publishers will be cured of the pulp disease.

Party newspapers will be as scarce as departmental stores. The politician will have to buy space, cash in advance, if the publisher is an old-timer. One newspaper will make a fair living where now two exist. There will be very few cities of 500,000 with six daily newspapers. Newspapers will have more real influence. The cash box will not control the editorial columns as to-day. The office boy or

the janitor will dump the politician and the grafter on the sidewalk for the patrol wagon.

The "newspaper of 1925—or sooner" will be perhaps four pages, not more than eight pages, daily. Sixteen pages at the week-end will be a link between the past and the present—in 1925.

The Paper Situation

THE Washington Federal Commission enquiring into the cost of news print stock, and also endeavoring to relieve the paper scarcity, has had several meetings with the paper mills men. The chairman of the commission suggested to the paper manufacturers that they turn some of their paper machines from the manufacture of book papers to news stock. This the manufacturers would not agree to, and intimated that machines on news stock were more likely to be switched to the manufacture of book stock, because the latter is the more profitable. In the meantime news stock is very firm, with a tendency to go still higher in price. A significant thing in Canada is that the mills show a tendency to not make contracts at the present for next year. There is considerable uneasiness among Canadian publishers which may lead to a demand being made on Ottawa to curtail in necessary measure the export of paper from this country.

Reduction in Newsprint Output

ACCORDING to information received by the A. N. P. A., eleven mills, with capacity to produce a total of 377 tons of news print per day, have discontinued entirely the production of this grade of paper. Ten other mills are contemplating the same policy, to go into effect when existing contracts expire. This condition has been brought about through the possibilities of greater profits, in the manufacture of other grades of paper, than are offered even in the present inflated market for news print.

Paper Trade Notes

THE total exports of British printing paper, according to the British Board of Trade returns for 1914 was 149,176 cwts., valued at £140,327; for 1915, 119,508 cwts., valued at £129,538; for 1916, 155,729 cwts., valued at £298,504.

The Canadian Pacific Railroad has just established a research department. It is now engaged upon a method of making paper pulp from flax straw. Flax straw is now burned in the Canadian West as a nuisance. The saving of this enormous waste means increased freight haulage for the railroad. As a business developer, Canada owes much to the C.P.R.

"The Shadower," in the *British Paper Trade Journal*, informs its readers "that the Province of Ontario has been partly devastated by great forest fires." Perhaps some other writer will inform the British reader that the middle span of the Quebec Bridge reached from Montreal to Sarnia, as the London *Times* is said to have done when the Victoria bridge was opened at Montreal.

British salesmen have secured recently some valuable orders in Canada for paper and pulp plants.

One of the reasons for the big shortage in paper is that the Swedish Government has placed an embargo on pulp shipments to Britain, and ships all that can be manufactured to Germany, where it is used as a substitute for cotton in high explosives.

The India *Trade Journal* says that Mr. Dhruva Sumanas, paper expert of Bansda State, has fully demonstrated that paper can be made from bamboo fibre. The paper is admirable for high-class printing, and is so pronounced by all who have tested it.

The Riordon Paper Mills of Merritton are hustling for trade for unbleached sulphite in Great Britain. This mill does a large business in the United States.

Canadian mills have been running on news print paper to 96 per cent. of their full capacity, for the seven months ending July.

If the present rate of increased production in the Canadian paper trade continues for three years, Canada will outstrip the United States mills.

Are Printers Charging Up Stock Increase?

A TORONTO job printer, one of the most shrewd and possessed of lots of common sense, said to a PRINTER AND PUBLISHER representative that many printers had been afraid to inform their customers of the increased cost of supplies. "Do they charge the increase to the customer?" asked our representative.

"No," was the quick response.

This refers to the medium-sized or small shop of from two to a half dozen compositors. PRINTER AND PUBLISHER has known this Toronto job printer for many years. He runs a medium-sized shop, owns his own building and plant and has made money. Simply because he had courage to tell his customer the truth about conditions in the past and at the present time.

Fancy any other business man than a printer giving away his capital because of lack of courage or for any cause.

Bulling the Paper Market

THE signs are not a few that the bulling of the paper market is going to work injury to the paper and printing industries. The continued "notices" of advances in prices has created a timidness among the purchasers of manufactured printing that will not be easily allayed. When an individual is forced to do without any commodity that is not absolutely necessary, it is hard indeed, after things are normal, to get them back into line. That stage has now been reached in the paper and printing situation. Bulling the market may be as an unprofitable as removing the head of the goose that produced the golden eggs.

Special Paper Prices for Canadian Buyers

THE most important factor in the increased cost of paper in Canada is the increase in cost of labor. Canadian mills are exporting about 2,000 tons of paper daily as against less than 1,000 during the same time in 1914. All publishers will rejoice that Canadian mills are so prosperous. They deserve it, for many of them have been through most troublous periods. But is it quite fair to Canadian publishers, who are the mouthpiece of the people of Canada, that this country should suffer in any way in order to supply our neighbors—and many of them our competitors—across the border?

In some big lines of steel, U.S. manufacturers have two prices, one for their home buyers, the other for export. The price to the home buyer is sometimes a third to half less than the price to Canadian and other foreigners. A Pittsburg metal market report recently quoted bars for home consumption $2.60, for export, $3.50. This has handicapped some Canadian manufacturers in their competition with U.S. manufacturers in the same lines. We think shareholders in Canadian paper mill securities would not object—but rather encourage—the adoption of the same policy on paper in this country.—*Financial Post of Canada.*

H. T. Halliwell, Publisher of Estevan *Progress*

The Story of an Englishman's Beginnings and Successes in Western Canada—The Driving Power of the Spur of Necessity—How His Success Has Been and is Being Achieved

ONE of the forceful men among Western publishers is H. T. Halliwell, publisher and editor of *The Progress*, Estevan, Saskatchewan.

Mr. Halliwell has been a Canadian for over thirteen years. He arrived at Halifax, March 28, 1903, coming from England. Mr. Halliwell is a Boer war veteran, and after eighteen months of soldier's life in South Africa, he found himself quite unable to settle down to the old hum-drum routine of life in the big city of London, where, before his enlistment, he had been apprenticed with Charles Skipper & East, a firm of London printers.

Canada being prominently before the people of the United Kingdom when the Boer War was ended, Mr. Halliwell decided to emigrate and, like so many other Englishmen coming to Canada, he booked right through from London to Winnipeg.



H. T. HALLIWELL.

Publisher and Editor of the Estevan (Sask.) *Progress*, and the story of whose career in Canada is told in the accompanying article. Mr. Halliwell was recently appointed secretary of the South Saskatchewan Press Association.

A WESTERN APPRENTICESHIP

Shortly after arriving in Winnipeg Mr. Halliwell went to Brandon; then to Oxbow, where John H. Noble, an old Soo printer and good fellow, was starting the Oxbow *Herald*.

Drawn afresh to the printing trade, by the sight of a small Washington hand press, and an old second hand jobber which he noticed in the office, Mr. Halliwell got to talking to Publisher Noble, and the result was that he decided to take employment in the *Herald* office in order to get acquainted with the country trade in the West. Not having any experience in composition, his apprenticeship in London having been served on a special cheque-printing process with water color, and worked only on a cylinder machine, Mr. Halliwell obtained much valuable and necessary experience in Oxbow, and after about sixteen months struck off for another office where the proprietor was not a printer; and if ever Halliwell earned, by toil and long hours, his wages, it was in with his new employer—and it was sometimes a struggle to collect what he earned.

MR. HALLIWELL BECOMES A PUBLISHER

Eight months later Mr. Halliwell became a publisher on his own account, starting a paper in a village of 300. In a reckless moment, he bought a cylinder press from a supply house, which, when it arrived, was too big to go into the office; so a larger office had to be taken. Between the press and the rent, the expense was so heavy that the business could not stand it; and Halliwell went nearly "broke" on that venture. However, he finally recovered himself after two years or so; and put the business on its feet. Then the budding publisher looked for a larger town and found Estevan, in Saskatchewan. Here he worked for some time on a salary.

THE ESTEVAN PROGRESS PURCHASED

Owing to a disagreement with his "boss," he lost his job.

Simultaneously an opportunity presented itself to buy the local weekly newspaper, *The Progress*, which opportunity Mr. Halliwell describes as a Godsend, as he was on the point of pulling up stakes and going to Le Pas, , the most northerly town in Saskatchewan.

The Progress was acquired under contract of sale, including building and plant, valued at $6,500.

This heavy obligation required Publisher Halliwell to get down to brass tacks, to make profits on work turned out to pay wages, overhead and instalments on the purchase price. The business just *had* to pay—that was all there was to it; and perhaps this necessity made the new proprietor keep a more careful eye on production and costs than if he had had a thousand dollars or so to spare when he started in. As a matter of fact, he had to borrow $60 to pay the first week's wages for the small staff he had. However, Mr. Halliwell always kept as close as he could to Printers' Board of Trade prices, which price-list he had, and he watched PRINTER AND PUBLISHER closely for all the information he could get hold of; and he generously acknowledges that PRINTER AND PUBLISHER, together with the aid of the Canadian Press Association and the useful information this Association disseminates, has served him well.

GOOD BUSINESS METHODS EMPLOYED

By a persistent policy of circulation increase, Mr. Halliwell was able to advance advertising rates 25 per cent. over the former price, as he was able to show advertisers where the service was worth it; and it is interesting to record that he lost only one steady advertiser over it.

Since January 1, 1916, the $1.50 subscription rate has been in force, and in this connection Mr. Halliwell is able to say that in talking it over with people they acknowledge the fairness of the higher price, and think it perfectly just.

The Progress has an independent audit made of its business, and a complete checking up each month of the amount done in advertising, jobs and subscription. This audit is

found to be "mighty good medicine," as it lets the proprietor know just how far to go, and curbs any foolish ideas of extravagance that otherwise might be permitted to hold sway.

THE TEACHINGS OF A SUCCESSFUL HISTORY

Summing it all up, Mr. Halliwell's experience has convinced him that if a publisher-printer asks for a fair price for his advertising and job work, he is enabled to give his customers service; and this is appreciated even when they know that it is costing a little more than the work of the man who is trying to slide it through as cheaply as possible.

Mr. Halliwell feels that if he does as well in the next three years as he has done in the past three of his experience in the printing and publishing business, he will have much cause for thankfulness—this since so many printers, always complaining of being poor and of there being no money in the business, have only themselves to blame for their adversity. The public values a man's services only at the value he himself places on them; and that is all he gets.

Not the least by any means of Mr. Halliwell's substantial assets is a certain Mrs. Halliwell and three little Miss Halliwells.

Mr. Halliwell was born on July 1, 1881; and perhaps Destiny decreed that a man with his birthday on Dominion Day should become a Canadian.

* * *

PRINTER AND PUBLISHER provides this sketch of Mr. Halliwell, not alone for its own interest and in pursuance of its policy to make its printer-publisher readers known to each other; but because it illustrates how intelligence pluck, enterprise and backbone can make their possessors triumph over handicaps and obstacles.

Responsibility for Engravings

IS THE printer responsible for the loss of engravings, the property of customers, destroyed by fire while in his possession?

This is a vital question of real concern to printers whose plants suffer from fire.

The question was put to a printer in Toronto distinguished for the breadth of his experience and for the wisdom and honesty of his opinion. His deliberate opinion is expressed in the following reply:

"Speaking generally, it has been held here (in Toronto) that the printer is not liable for engravings and cuts, etc., left in his charge by customers, same being treated just as paper or any other commodity which would be sent in to him to be worked up.

"Personally, however, I have felt that where a printer holds the engravings or cuts after completing a job of printing, for the sake of securing the next order for that particular job, instead of returning them to the owner, there appears to be a moral responsibility thrust upon him in respect of these engravings. This, the parties who have had experience, say is wrong, their contention being that it is up to the customer to order the return of his cuts or else insure them specially the same as he would do with paper if he sent it in to be printed.

"When the settlement was made in connection with the Warwick Bros. & Rutter fire some years ago it was on the basis that they were not responsible for customers engravings, cuts or paper."

To this may be added the opinion of another printer doing a very large business in whose plant many valuable engravings were destroyed by a fire which consumed his premises. No insurance was carried on these engravings by the printer.

We have all along contended that we were not responsible for any engravings left in our plant, for the reason that we did not know at all the value of these. We, of course, took all reasonable precautions to offset the fire, and therefore felt that we had no responsibility for any engravings left in our care.

PRINTER AND PUBLISHER will be glad to have views of other printers having experience or knowledge of this question of the printer's responsibility in connection with customers' property in his possession.

Agricultural Society Printing

IN THE Rocky Mountain House, Alta., *Guide*, the Secretary-Treasurer of the local Agricultural Society had a letter published in which he gave an itemized account of the printing of the Society for the years 1915 and 1916, with the object of demonstrating that it was decidedly more economical, as well as being more patriotic to have the printing done at home instead of in the United States as would appear to have been the previous practice of the Society.

From the correspondence the following extracts are taken in the belief that the subject, the prices, and the comment will be interesting to other Canadian printing offices faced with a similar stituation.

Printing for 1915*

300 membership cards	$ 3.60
500 letter heads	3.75
500 printed envelopes	3.00
375 premium lists	16.00
100 pole cards	3.00
50 litho posters, 14 x 26	4.00
50 litho posters, 24 x 36	4.00
50 complimentary tickets	1.25
250 1st prize cards, strung	1.15
250 2nd prize cards, strung	1.15
500 admission tickets, strung	2.85
250 premium list envelopes	1.15
375 entry blanks	1.25
500 entry tags, unstrung	.70
500 entry tags, strung	1.00
2 premium receipt books	1.50
War Tax on printing from Fair Publishing House	2.95
Duty and printing from Fair Publishing House	13.65
Express on printing from Fair Publishing House	5.10
Total	$70.45

"*The first three items were printed by the Guide Printing Co., and the balance by the Fair Publishing House, of Norwalk, Ohio."

Printing for 1916:

300 membership cards	$ 3.00
500 letter heads	3.75
500 printed envelopes	3.00
100 bills, institute meeting	2.75
1 advertisement in paper of above	.50
400 premium lists	76.50
250 premium wrappers	2.00
200 posters, 15 x 28	7.75
700 admission and memoers cards, unstrung	4.00
5 balls twine for stringing tickets	1.00
Total	$104.25
The advertising in premium lists comes to	52.00
Which leaves the cost of above printing to the Society at	52.25

"We have ordered and have yet to get from the printing office the following:

300 first prize tickets	2.25
300 second prize tickets	2.25
500 entry tags, unstrung	2.50
12 Do not handle cards	2.25
30 silk ribbons, printed, for judges, officers, directors	3.00
Total	$12.25

"This will bring the cost of printing for 1916 to a total of $64.50.

"The printing for 1916 was all done at the local printing office and I leave it to your readers and the members of the society to compare the figures."

FRANK LEROY BLANCHARD, for several years editor of the *Editor and Publisher*, New York, has joined the home office editorial staff of *Printers' Ink*.

Young Printers, Go To School This Winter

The Power that Knowledge Gives—High Positions and Reward Await the Prepared Man—A Correspondence Course All Can Take—Books to Possess and Master—The Big Men of To-morrow

By JOHN C. KIRKWOOD

WINTER is at hand and long weeks of opportunity for self-improvement are at the command of every earnest young printer. How will they be used?

I

Whatever business a man engages in should be done with his might. Might in business comes from knowledge. It does not come from the mere passage of time; nor from multiplied experiences. Such time and experience can and do contribute to might or power, but maximum or full-measured might is inseparably connected with knowledge.

Knowledge of the best sort comes from study—deliberate, guided and progressive study. Such study means self-denial, the abstention from alluring pleasure, the conquest of the love of idle ease. It means a programme faithfuly pursued. All this is a hard price to pay for knowledge, and the majority of young printers refuse to pay it. This is why they make slow progress upward and why they seldom pass in their development a certain low level of attainment and earning power.

Those who pay the price of power acquire power, which power sends them far forward and upward, and rewards them with a money wage far in excess of "the scale." The printing and publishing world is looking for men and power, and often cannot find them because their numbers are so few. Good average printers are numerous enough, and they have no trouble in finding or keeping employment—to the end of the chapter; but the good average printer, content to remain at a low level of attainment, is likely to rise no higher than this level; is likely to "draw" no more in wages than $18, $20 or $25 a week—whatever the local scale may be.

II

Many good men there are—men of undeveloped gifts—earning no more than the scale, largely because they have not prepared themselves for higher employment. Perhaps the reason why they are where they are is because there were not pointed out to them in an earlier day in their life the larger things that belong to the printing business—foremanships, superintendents' positions, and general managerships of large establishments; yes, and partnerships. Had a vision of these possibilities been given to them in the days of their ambition and climbing, some of them would probably have continued their striving, and would have purposefully prepared themselves for higher posts; but, lacking vision, their ambition was soon satisfied and deliberate effort to educate themselves for high positions was not made.

You know many men in the printing business more highly placed than you. (I am speaking to young printers). Why are they in these higher positions? Is it just because they are older? Look about you and you will find men older than these highly placed men doing the common work, at the "scale." So age doesn't explain the advancement of the men who hold high positions which pay them a wage or salary in excess of the scale—twice, three, or four times the scale. Not age, not greater inherent ability, accounts for their holding their present enviable posts.

Trace back their course—the way by which they have ascended; and you'll find that these men at the beginning prepared themselves, *with intention, and by self-denial,* for something higher up. That is, they acquired knowledge *by study,* and joined to knowledge was *character.* Knowledge and character are denied to no man. They can be acquired and cultivated; and they are worth every hour spent to possess them, for in the end they yield their possessor a double return—high money-wage, and a position of supremacy.

III

Young printers of Canada, in job offices, in newspaper offices, in book-publishing houses, spend much time this winter—and some money—to prepare yourselves for the higher work that will surely be yours to do if you establish your fitness to do it, and for the higher positions which will be yours, if you have successfully qualified for them.

There is the I. T. U. Course, for one thing. This course will teach you the principles and practice of superior typography and printing—composition, punctuation, imposition, estimating, booklet work, and other aspects of the printing business. This course can be taken by correspondence. The instruction will find expression almost daily in the doing of your work. That is, you work into the fabric of your daily toil the knowledge you acquire. Thus you learn quickly and permanently. Your day's work takes on a new zest and a new promise. Every job you do creates a fresh hunger for the next lesson. Daily you can see yourself making progress. You are acquiring the *principles* that underlie good work; so you become a master. You perceive yourself surpassing your fellow-workers, and they likewise see your progress over them. In the course of time, this greater mastery and power of yours will obtain recognition by those who can advance your fortunes. If you cannot have promotion in the office where you have improved yourself, you can sell your services readily elsewhere—this provided you have character to reinforce knowledge.

There is another result of upward progress: Your horizon enlarges. Men on low levels cannot, and so do not, see far. It is those who go high that see farther and farthest. As you ascend in knowledge and power, you acquire fresh and widened vistas of the possibilities that lie in the printing business; and with vision, ambition and purpose are born.

What stands this winter between you and the I. T. U. Course? Is it the love of pleasure or ease? Is it disbelief? Is it money? Not one of these should be obstacles. If you let the love of pleasure or ease remain an obstacle, then you are not made of the stuff that makes masters. If you let disbelief—a feeling or conviction that the course is not worth while or not worth its cost—then, unless you hold this opinion because of information, you are dishonest and your attitude is unmanly. If you say that you "haven't the price," I ask you—Do you know the cost of this course? Do you know the terms on which it can be obtained? And, even if you do know, are you absolutely honest in saying that you cannot afford it? What will you do with this money you think you will save by not taking the course? The chances are that this amount of money will not be

saved at all—in bank or life insurance, or any other institution of thrift, but will be misspent, probably, on indulgences. In our early years, we should purposefully use money to buy education and the means of education—books.

In Toronto apprentices in newspaper offices are required by the Union to attend the classes in printing of the Toronto Technical School—So many hours a week. This attendance is in afternoons and the time comes out of the apprentices' hours of employment. Other offices in Toronto—The MacLean Publishing Company, for example, send their apprentices to the Toronto Technical School, and the instruction there obtained wonderfully accelerates an apprentice's ability and skill. In the United States Schools for printers, at which attendance is required are fairly numerous. The United Typothetæ and Franklin Clubs of America maintain one such school—one at Indianapolis. Then there are the classes in connection with the Carnegie Institute of Technology, and the Harvard School of Business Administration; to name no more.

IV

Some words on the question of books. Every young printer should acquire purposefully books pertaining to the printing business; and should read them thoroughly—to obtain from them the information they contain, and the inspiration that some of them can give. I do not counsel the purchasing of books in sets, though I am not condemning the purchase of sets of good books. Often it is wise to buy books in sets—to make sure of acquiring a rounded-out library. But no book that is not read is of any value to its possessor. It is far better to know one book well, by its re-reading—twice, thrice, or many times, than to have a shelf full of unread books, which in snch case have a value only as furniture.

Of books for printers, there is a fine provision. Some of them are:—

The Practical Printer.
The Practice of Typography: Correct Composition.
Paper-making.
Building and Advertising a Printing Business.
Concerning Type.
Modern Book Composition.
Printing and Writing Materials.
Title Pages.
The Typography of Advertisements.
The Art of Bookbinding.
How to Find Costs in Printing.
Manual of Presswork.
How to Estimate on Printing.
Embossing.
Tabular Composition.

These books are only a few of the many. They are inexpensive. The dollar or two dollars or more required to buy them is as nothing in comparison with the gain derived from their exhaustive reading.

The reading of these and other books of like character, gives the knowledge that becomes power. What is a dollar, or five dollars, in comparison with the increased earning power that comes from the possession of specialized knowledge? A single dollar's outlay may lead to an increased earning power of $1 a week; that is, one may make the outlay of a dollar earn $50 in the course of a year, not to take into account succeeding years.

V

The main thing is the will to employ spare time profitably. One writer has said—"Big men are the spare-time users; small men the spare-time losers."

Canada's outlook is a brilliant one. Already industry is expanding to proportions hitherto unknown. The increase of population that will take place in the next twenty years will mean a tremendously enlarged consumption of printed matter. This work will be done by many of the printers now in their 'teens. In the to-morrow of Canada, the big men in printing, occupying top positions, will be recruited from the young printers of to-day, and they will be those who to-day—this autumn and winter—use their spare time for self-improvement and for the acquisition of the knowledge that spells power and eminence in days to come.

A Printers' Apprentice School

DOWN on Twenty-seventh Street, near Tenth Avenue, is an institution of learning supported by a group of wealthy men, an institution started primarily in the interests of employers, yet which receives the full and hearty support of the Union whose members are employees under those same men; namely, The New York School for Printers' Apprentices.

I had the privilege, not long ago, of attending the annual meeting of the Employing Printers' Section of New York; There were classes in English, composition, punctuation and grammar; there were boys setting up and distributing type from manuscript copy; there were samples of hand-lettering—and good samples they were—on the walls. When one considers that no boy can enter the school unless he has had two years' experience—a necessary condition, as otherwise there would not be accommodation for all applicants—it is easy to understand that the apprentice is graduated well on the road to become an expert.

The employers have realized that it was not entirely the Unions' fault that the men supplied were not up to standard; and the Unions know that it is to the best interest of themselves as well as the employers that the men be trained thoroughly before they receive their qualifications as full-fledged master-workmen.—F. Gregory Hartswick in *Leslie's Weekly.*

He Was An Experienced Operator

AN AMUSING and timely story reached us quite recently from the superintendent of a metropolitan daily, stating an experience with one of the so-called "linotype students" during a rush period and when real operators were scarce and in demand. The narrative follows:

"When time was called, a young man who claimed he was an experienced 'M-O.' stepped up and 'slipped up on the board.' Two machines out of a battery of eleven were 'dark,' so the foreman told the newcomer to pull off his coat, get a 'take' from the copy desk and go over to number 8 machine and go to work on straight matter.

"In about three hours, when proofs began to roll in the foreman observed that 'slug 8' had no proofs in the lot and he proceeded to take a walk down through the composing room to investigate. He stepped up and watched the newcomer a few moments; next asked him how the machine was working and how everything in general was stacking up. This is what the newcomer answered the foreman: 'Everything is fine; the copy is good, and say, I am now hanging the machine on every line.'

"'Well, how long have you been on that article? You should have finished that in about thirty minutes; in other words—where is the type you should have set in the three hours since you started work?'

"'Oh, the type!' answered the operator, bewildered; 'Why, when the stick gets full, I dump it back into the metal pot—that's the way they taught us to do in the school!'"

And then the light on that number 8 machine went out, and the new M.-O., too.—*Pacific Coast Printer.*

The Editorial Column of the Rural Weekly

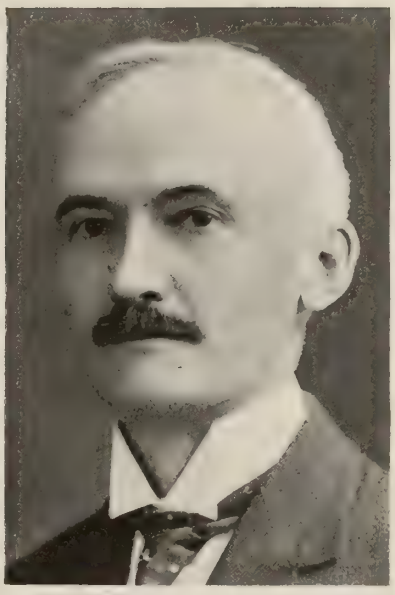
The Dignity of the Editorial Column—Much Good Editorial Material—Praise for The Bowmanville *Statesman* — A Fine Field Awaiting Larger Cultivation

By J. O. HERITY, Editor of The Belleville *Daily Ontario*

IT HAS been said that "editorial writing is the art of saying in a commonplace and inoffensive manner what everybody knew long ago." Perhaps it is the truth or the prevalence of this idea that has caused the gradual elimination of the editorial column from the village and town newspapers of Ontario.

At our office in Belleville we receive about thirty of the weekly exchanges from the town and village communities of the district. Of these only about half-a-dozen maintain editorial columns as a regular feature. Perhaps another half dozen revert to editorials irregularly or spasmodically. In the remainder, the presiding genius of the sanctum rarely if ever gives expression to his own personal views upon any subject whatever.

This is a decided change from the custom that prevailed a generation ago. Then a newspaper, even in the smallest community, without editorials was a curiosity. If there had to be any sacrifice made, it was the news features that received the axe. The editorials were regarded as essential and all-important.



J. O. HERITY.

Editor of *The Daily Ontario*, Belleville, Ont., and writer of the accompanying paper on a subject of very general interest.

OLD TIME IDEAS NOT THE BEST

We do not think that journalism has greatly suffered by the disappearance of the class of editorials that were then fashionable. As a rule they were ponderous deliverances, many of them having previously done service in some distant city contemporary. Or, if there were two papers in the town, they were certain to be on opposite sides of the political fence and the editorials were nothing better than violent volleys of mud. Such choice epithets as "Smut Machine," "Little Joker," and "Scurrilous Rag," were bandied back and forth, and what used to start out as arguments upon some political issue almost always degenerated into a contest of calling one another names.

This good old custom still persists in certain towns and with certain newspapers.

I believe the rural paper should have an editorial column and maintain it in a state of one-hundred per cent. efficiency.

By an editorial column I do not mean a barren rehash of arguments on political topics from the metropolitan newspapers. Dominion and provincial politics constitute not more than five per cent. of the interests that go to make up the life of Canadian citizenship. Why then do our newspapers centre their whole attention upon this comparatively unimportant fraction of human affairs, and entirely ignore the really important things? Why talk so much about the wriggling and petty manœuvres of little politicians when there are children, flowers and gardens, and farms, and horses and schools and churches, and social improvements and business movements and thousands of the things all about us that really count in life?

GOOD EDITORIAL MATERIAL

The rural paper in its news columns should be a mirror of the life about it, giving bright, interesting and faithful records of the events and happening in the community it serves.

Similarly, the editorials in the local paper should be local in character. Talk about what concerns your readers not that which is thousands of miles away in interest as in distance. In this way the editorial column will be as eagerly read as any other part of the newspaper.

Editorials, even when brightly written, may not be great promoters of circulation, but they help to hold circulation and they give to the paper an influence that it can gain in no other way. If the publisher is ambitious to become a force in the community, and to lead in the cause of progress and advancement, his paper must be something more than a mere catalogue of events, a mechanical product.

"But," objects someone, "I can't write editorials." To all such I would say, the performance is not a terrifying one. Any person who has some ideas about things and who can describe a dog-fight really well can write good leading articles. The secret of good writing is to have something to write about and then write it. Arthur Brisbane, of the New York *Evening Journal*, who is said to receive a salary of one hundred thousand dollars a year as editor, writes his leaders in the plainest of every-day English and in short, crisp sentences and paragraphs.

GOOD EDITORIALS REQUIRE PAINS

I do not wish to convey the impression, however, that the writing of articles that have power to influence and move your readers is a trifling, or haphazard performance, to be undertaken lightly at the fag-end of the day, without thought or preparation. To do anything well, whether it be a matter of business management or the production of an editorial paragraph, requires close study and consistent effort.

Do not make your editorial column a depository or catch-

all for the bulletins sent out by the Dominion Live Stock Commission at Ottawa or the Good Roads department at Toronto. Here are some of the racy subjects along this line that I have lately seen in several of the editorial columns of our local exchanges—"The Value of Cold Storage," "The Bacon Hog," "Do you Keep Cows or do They Keep You?" "How to Improve Country Roads," "Payment for Sheep," "Keep Honest Bees," "The Potato Scab," "The Poultry Raisers' Opportunity."

These are all excellent bulletins in their way and contain many useful hints for the farmers, but I deny the assertion that they make good editorials. They were all received at *The Ontario* office and all have been duly consigned to the w.p.b.

They are written for the purpose of helping the farmer to make a bigger income. They cost the publisher a large amount to have them inserted in his paper. With cheese at 20c a pound, live pork at $11.40 and beef on the hoof at $9.25 the farmer ought to be the last man to be looking for charity. Such matter was very properly treated as advertising in the Production and Thrift campaign of the Dominion Government.

A WELL EDITED ONTARIO WEEKLY

The Bowmanville *Statesman*, with which most of you are well acquainted, I regard as one of the best conducted, most outstanding and successful newspapers published in the smaller towns of the Province. Each week The *Statesman* contains two or three columns of breezy, suggestive editorial notes and comments. They show great versatility on the part of the editor and convey the idea that I was trying to express previously, that editorials in the rural paper should be for the most part local in character and have a definite appeal to local readers. Subjects I find treated in recent issues of *The Statesman* are: "The School and the Church," "Two Meals Enough on Sunday," "Vocational Training," "How to Keep Boys on the Farm," "Nature Study," "Physical Culture," "Music in the Public School."

THE EDITORS' FINE OPPORTUNITY

Do not become a knocker or a crusader. A *Jack Canuck* may succeed in a larger community but will definitely and speedily fail in village, town or small city. Have decided opinions upon subjects of public interest and express them in a fearless way that will not be misunderstood. But the local editor must be a diplomatist if he would be useful. It is better to carry the reader along by skilful suggestion until finally he adopts the editor's viewpoint and is convinced that he really thought so all the time.

The editor of outstanding personality no longer dominates a great city newspaper, as was the case in the time of Horace Greeley. Metropolitan journalism has become impersonal. But it is still possible for the rural editor to become, not only the moving, central force in his own business, but in the entire community.

The field is magnificent in its extent and its opportunity, but I regret to say that it is cultivated by only a few earnest laborers.

Publisher James of Bowmanville

BROTHER JAMES, of the Bowmanville *Statesman*, declares he is "only an ordinary editor." We are tempted to protest, but fear it must be another case of "the pride that apes humility." Ordinarily editors wear their hair short, dress in rusty tweeds, eschew cuffs, toe in as they walk, forget—in spite of warnings and protests from the wife of their bosom—to put a clean handkerchief in their pocket, smoke an ill-smelling pipe, and not infrequently are followed in the street by a faithful but none too cleanly or prosperous looking dog. In how many of these particulars does Brother James qualify Call to mind again those flowing locks of silver, that Vandyke beard, Bowmanville's most immaculate linen, and shoe-leather, the up-to-date Prince Albert coat, and shiny silk hat, and, over all, that air of exceptional distinction which caused strangers, ordinarily of good manners, to stop in the street and enquire who the gentleman is—and then talk about an ordinary editor! If the Chief of the *Statesman's* staff were only an ordinary editor, what stature would an extraordinary scribe be expected to measure up to? The case would indeed be hopeless!—Orillia *Packet.*

New Brunswick Libel Suit

THE Campbelltown *Graphic*, of which H. B. Anslow is manager, was sued for libel by Arthur Culligan, M.L.A., and a verdict in favor of the plaintiff was rendered, and damages of $500 assessed against the defendant newspaper.

The ground of the action was a letter, signed "Ratepayer" which appeared in the *Graphic*, and which insinuated that Mr. Culligan, who has a certain amount of power in allotting local government contracts, made it a condition that successful tenderers should deal at his store. There were other veiled charges.

Witnesses for the defendant were loath to give evidence and so the *Graphic's* defence was not any too well supported. It is said that the case may be appealed.

Fraudulent Use of the A.B.C.

THE Audit Bureau of Circulations has taken action against the *Bakers' World*, a publication which has just been started in Chicago, for publishing circular matter reading "26,000 circulation monthly guaranteed, Audit Bureau of Circulations" and "26,000 circulation, audited and sworn to, Audit Bureau of Circulations," when it has never made application, has not had an audit, and is not a member of the Bureau.

The circular matter also stated that the distribution of the publication would be free and under the conditions governing this free distribution the Bureau probably would not accept the publication as a member and make an audit of its circulation. Under the peculiar method of distribution employed by the publication, verification would be difficult if not imposible.

King's Printer Cannot Wait on Court Lawyers

SHOULD a public servant be kept waiting at a trial?

Jim Hooper, King's printer for the Province of Manitoba, settled this question himself.

The case of the Colonial Assurance Co. *vs.* Thomas Goodman was in progress before Chief Justice Mathers.

Finally, when another witness was called, Mr. Hooper picked up his hat and announced to the court that he was not going to wait any longer.

"I am a public servant," he said; "I have been here two hours; if you want me, you can get me by 'phone at the office. I cannot leave my work all day."

"Wait a minute," said the lawyers.

In less than three minutes Mr. Hooper was on the stand.—Winnipeg *Telegram.*

T. F. MATTHEWS, of the Matthews, Blackwell Company, and A. H. Stratton, formerly director of the Peterboro *Examiner*, have purchased the Peterboro *Review* at a liquidator's sale.

The Problems of Display in Ad Composition

The Object of Display—Copy Determines the Character of the Display — The Mechanics of Display

By WALTER C. PRATT

PASSING aside the differing opinions of compositors over details in display, there are certain essential constituents of the work that are beyond dispute. One aspect of very great importance is that of weaving atmosphere and personality into the use of types. The printer, like the artist, must study the subject; lack of harmony in the work of the one will as surely result in a mediocre product as it will in the case of the other. Therefore, a comprehension of the characteristics of the subject is necessary to effective display.



WALTER C. PRATT,
Author of the accompanying article. Mr. Pratt has had 20 years' experience as compositor, proofreader and copy editor in England and Canada. He is with the Southam Press, Toronto.

We all know that the principal object of display is to secure a well-balanced whole, pleasing to the eye, by the emphasizing of certain parts of a composition in type. Effective display also renders the matter less difficult to read and the grasping of the salient points a greater certainty. Thus we obtain the utmost in attracting power and arouse an interest that indifferent display treatment would utterly fail to secure.

STUDY "COPY" TO DETERMINE DISPLAY

Of undoubted importance is a study of the subject-matter of the "copy," and this importance should never be under estimated.

Take some cases in point. A pleasing and appropriate effect is desired for millinery, laces or cravats. The employment of type suggestive of daintiness and appealing to the artistic sense is necessary to attain our object. Not merely ornamental type, because if the face is too bold it will surely be incongruous for such articles.

Again, our subject is heavy machinery or engines. Delicately formed or artistic type would be entirely out of place. Power, strength and service should be suggested in display. Without binding ourselves irrevocably to the severely plain, a good business-like face of type should be chosen.

Financial publicity and formal business announcements would make demand on our stock of refined and dignified types—the style should be convincing and afford no opportunity to "miss the point" in a comment on the artistry or the frigidness of the type arrangement.

ON CHOOSING BORDERS

The remarks that apply to the type are equally applicable to the selection of border, if any—consider the subject in deciding the border. All the thought expended on the harmonious selection of ink and stock by those who design advertising literature can be so easily negatived by faulty display, that it raises the latter function to an eminence of which compositors should strive to make it worthy.

BALANCE

Balance is another important principle in display and many compositions otherwise good are faulty in this respect. A general rule to follow is that the strongest display should be slightly above the centre. If the heaviest display must appear at the top, then the principle of balance must be judiciously maintained by the employment of secondary displays below it, in order to avoid a top-heavy effect. With the centre of balance closer to the top than to the bottom the best results are generally obtained.

WHITE SPACE

Of paramount importance in display is the correct use of white space. Crowded display is as ineffective as that which is disjointed and weak through the white space having been employed regardless of the rule of proportion. All "copy" should be treated from the view-point of white space as a background upon which the component parts are to be harmoniously arranged in black and grey — black for the strong display and subordinates and grey for the body matter or weaker parts. The judicious use of white space both in the spacing between the lines and the margin separating the border from the type will materially affect for good or ill the finished product.

TYPE

In a brief note such as this it is not possible to refer to every feature worthy of notice in correct display, and it must suffice to mention two others. Although it is a generally accepted rule that the use of one "family" of type is preferable, it must not be overlooked that different faces sometimes possess like characteristics, and can be used with agreeable effect. Every compositor should equip himself with the valuable knowledge regarding the particular characteristics and possibilities of each face of type that comes into his hands.

READABILITY

Readability is the final consideration on this occasion, and the most legible face should invariably be chosen for commercial display. Also it should be remembered that a line set in "all capitals" is not so easily readable as a line

set in "upper and lower case." Generally speaking, the last remark also applies to type of "condensed" face as compared with the "regular" face.

To sum up, a profitable maxim to follow is the old saying of printerdom: "All display, no display," and to strive to secure the best results in display by strict attention to correct contrast and the harmonious wedding of type with the subject of our "copy."

Winnipeg Editors Arrested

A SENSATIONAL incident in newspaperdom was the imprisonment and fining last month of three Winnipeg editors and a reporter for contempt of Court.

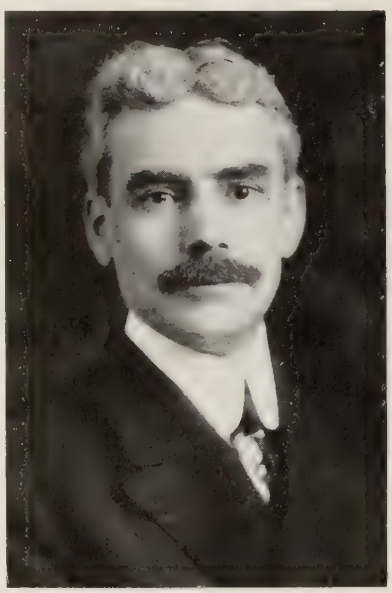
Edward Beck, editor of the Winnipeg *Telegram*, sentenced to a month in jail and a fine of $500.

R. D. Deacon, news editor of the Winnipeg *Telegram*, sentenced to two weeks in jail and a $100 fine.

Stanley Beck, reporter, sentenced to a month in jail.

Knox Magee, editor of the *Saturday Post*, sentenced to a month in jail and a $500 fine.

Sentence has been suspended pending the results of an appeal.



EDWARD BECK
Editor of the Winnipeg *Telegram*, who spent four hours in jail and was fined $500, under sentence of Mr. Justice Galt for contempt of Court.

Their offences were in connection with published references to Hon. Robert Rogers' criticism of Justice Galt for sitting as an investigating commissioner into the Agricultural College construction, Rogers stating that the fee therefor was akin to graft.

Each of the imprisoned newspaper men was released after hour hours' confinement on a *habeas corpus* writ.

Newspaper comment on the incident and what it involves would seem in the case of many papers to be strongly influenced by political sympathies.

Press Congress of the World

The Press Congress of the World to be held at Sydney, Australia in March-April, 1918, has as its president Doctor Walter Williams, Dean of the Faculty of Journalism at the University of Missouri, Columbus, Missouri.

The Secretary Treasurer is A. R. Ford, Dominion Press Gallery, Ottawa. The Canadian Vice-Presidents are Lt.-Col. John H. Cooper, of the Canadian *Courier*, Toronto; and J. D. Scott, News Advertiser, Vancouver, B.C.

While the Sydney meeting is still a long way off, Canadian newspaper men planning to attend the Congress, should keep the occasion in mind, and prepare in good time for attendance.

Death of Benjamin Day

BENJAMIN DAY, inventor of the mechanical stippling process which bears his name, died on August 30 at his home in Summit, N.J. He was seventy-eight years old. Mr. Day was a son of Benjamin H. Day, founder of the New York *Sun*. He was born in New York City, where he was educated, later going abroad to study art. On his return to this country he was for many years employed on the staffs of *Leslie's* and *Harper's Weekly*. After evolving the labor and time-saving method of stippling drawings mechanically in the process of plating he went into business for himself, and at the time of his death was head of the house of Benjamin Day, Inc., New York.

The "ben day" process, which was patented in 1879, is used both for graduating shades in color work, and also for importing tonal effects to flat line drawings. The screen used is a transparent gelatine film with a pattern in relief on one side. The screens embrace a great variety of dotted effects, lines, and any number of other shadings, such as checks, scrolls, etc. The screen specified for a certain portion of the drawing is applied, already inked, to the plate before etching, the impression being made by means of pressure. That part of the plate which is not to show the particular shading being applied is rendered immune for the time being by a gamboge solution. In this way the whole plate can be filled with a variety of the stipples.

In gradating the tonal effects for color plates the firm can be regulated at will by the operator by means of a registering apparatus so that color can be increased from the tone first chosen to any required degree as the shadings in the print are to be light or heavy.

The process is also used by some publications, whose rules forbid the use of solid blacks in advertisements, to lighten the backgrounds of copy where any appreciable body of black is used. Skilful application of the screens by advertisers can produce in a straight, flat-line drawing something of the effect of a half-tone plate.

Lieut. William Willison Killed in Action

MEMBERS of the journalistic craft throughout Canada will unite in offering to Sir John Willison, of Toronto, their heartfelt sympathy on his great loss through the death of his son, Lieutenant William Willison, "dead on the field of honor" at the Somme. To the younger generation of newspaper men, among whom "Bill" Willison was widely known and universally popular—and not the least among these to the friends he made in his brief journalistic career in this city—his death will bring a strong sense of personal loss. A young life of unusual charm and promise has been laid down in the greatest of all causes.—Montreal *Daily Star*.

John H. Imrie a Well Man

JOHN H. IMRIE, manager of the Canadian Press Association, underwent a final medical examination last month in New York, and it will be good news to his many friends everywhere in Canada to learn that he has been declared perfectly well. Mr. Imrie has resumed his duties in Toronto, where he has taken up afresh his residence, after a year spent in Fergus and four months in Muskoka



(Cover page of a folder or booklet)

There is a growing
appreciation of the value
of the study of
design

It develops
creative ability

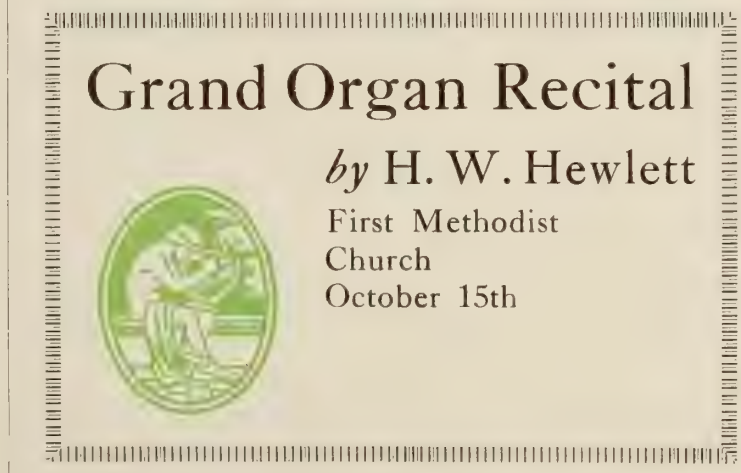
It aids in
forming ideals of
refined form

It gives knowledge as
to the enrichment
of such form
with color and
ornament

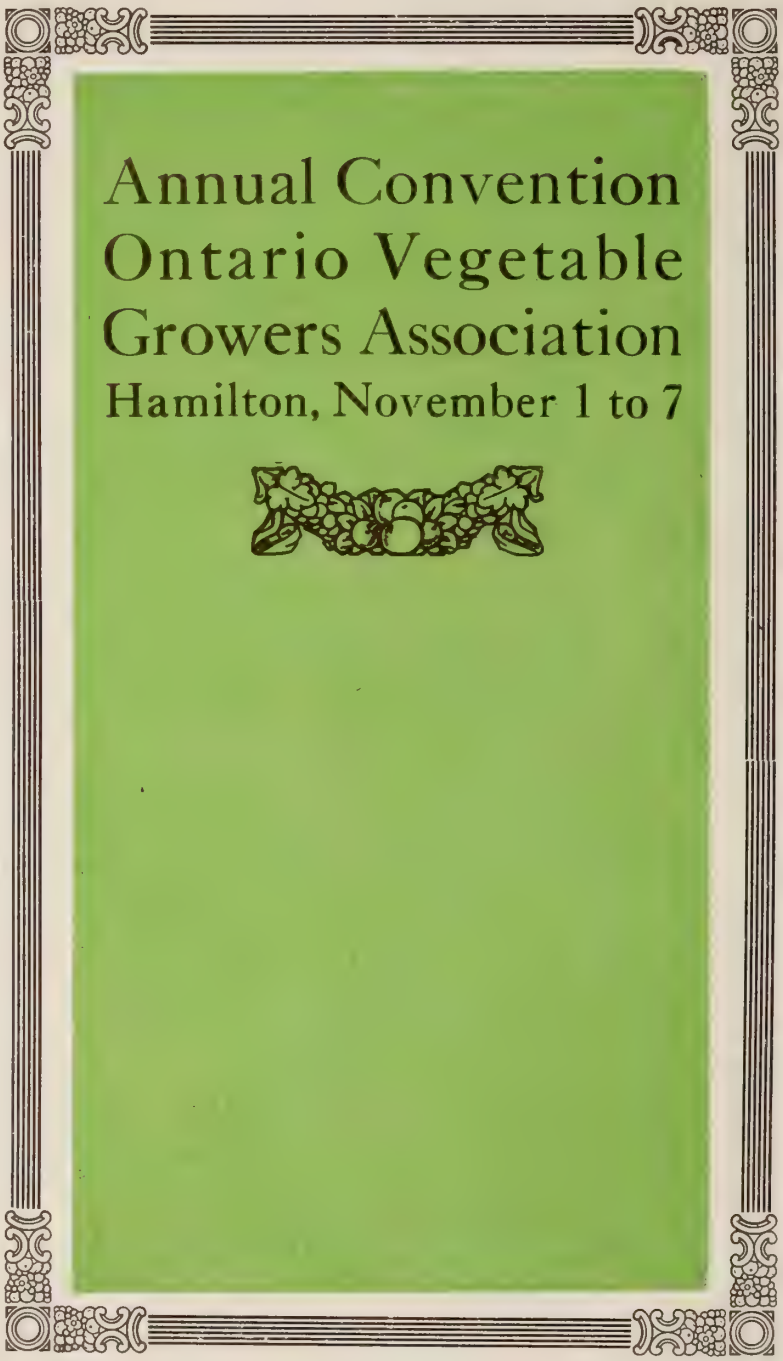
Theodore M. Dilloway



(Striking decoration and simple composition)



(Suggestion for ticket)



(Decoration suggestive of the title)

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

THIS month we have the work of several men to review. But once more we call on compositors all over Canada, and printing establishments, to send us examples of their work. Whether or not the work sent in is up to the best standards is not the point: what matters is that work into which the best knowledge and skill of a man or shop have gone shall be submitted for review for criticism and comment, for the instruction of others, and for Canada's sake. PRINTER AND PUBLISHER is Canada's only publication concerning itself with the printing world, and it is meet that it should mirror the good work of its best typographers — and of its would-be-best typographers — and printing offices. So send along your work. for the benefit of criticism and to encourage others.



A dignified and artistic business card by Robt. A. N. Jarvis of Newcastle, N.B.

K. S. THORDARSON, Kelliher, Sask.—Your letter head would be more effective if you had grouped the type in a more simple manner (like your envelope). Too many groups and equal space between each has given it a scattered appearance, when in realty the items are closely connected from a reading point. If the eye can grasp the message from one small spot on a sheet it will be remembered better than having to look to numerous corners. That is one part of simplicity in design; then pleasing type harmony and one or two type faces is the next point to help complete a good piece of printing.

The publisher of the Hanna *Herald* of Hanna, Alta., has made excellent use of a miniature reproduction of a calendar produced in the early part of the year, and which was commented upon in this department. It is in the form of a six-page folder 3¼ x 5 inches, two pages of copy are hand-lettered, the calendar design being tipped on the centre inside page. The stock used was black and the ink—yellow—which made a very striking and unusual folder. It is so entirely different to the most of printers' advertising that it is certain to command admiration and create new business. We congratulate the publisher on the progressive spirit of having an art department in connection with printing. It will, no doubt, give a feeling of confidence in going after work that would otherwise be going to the printer through an engraving house or advertising agency.

From far-away Montana we have received a package of specimens, the work of M. O'Grady and Al. Winke, of the *Daily Record*, Helena. Several of them are reproduced. The package label is the work of Al. Winke who is a 2½ year apprentice. It was printed in blue and orange and shows careful planning in every way.

FRED. DOIG, St. John, N.B.—Your work, though generally of a very decorative nature, shows good judgment in the selection of type and borders that will give a pleasing harmony. You show excellent taste in the use of inks and stock and the effect of your designs is greatly enhanced by the pleasing harmony of colors. A study of your work for some months past reveals to us the fact that you are always striving to beat your previous efforts.

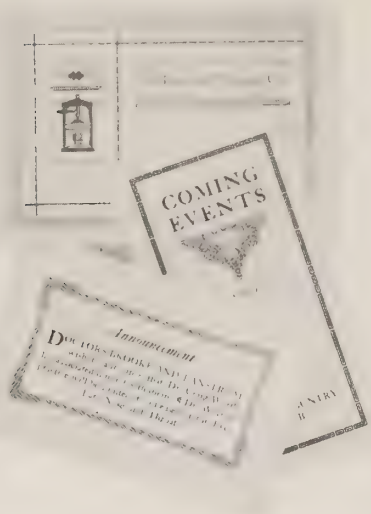
When printers come to that point where they get a pleasure out of their work there will be more printing and better printing.

Several of your designs are reproduced, and we look forward to your further appreciation of this Review Department by sending in your specimens.



On these two pages Fred Doig has shown his skill in typographical design. The menu original was very unique, printed in dark blue and white on a deep blue cover stock.

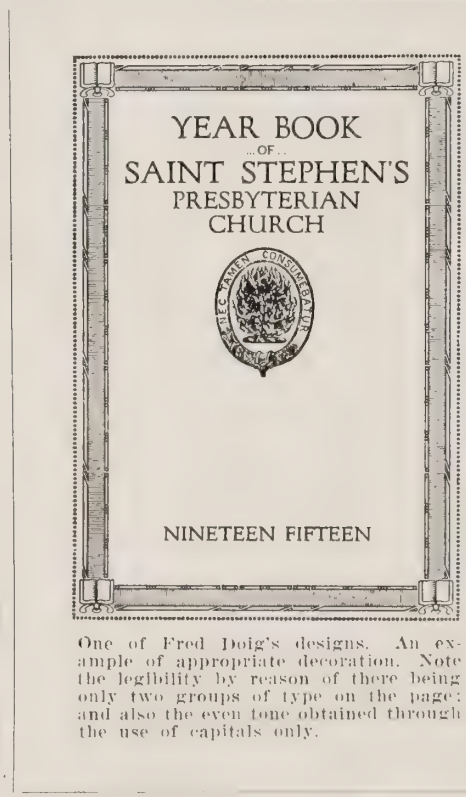
ROBT. A. N. JARVIS, of Newcastle, N.B., is a regular contributor to this department and there are invariably some interesting specimens in his package. A business card is reproduced. Note the simple grouping and refinement, and the care taken to get a line-up on the outside by placing the points in the margin. This may seem a trifle to some compositors, but it is one of those little things that help greatly to making a perfect piece of printing. The original of this card was in three colors, black, light green and orange. The paragraph mark alone being in the latter color.



A package label by Al. Winke and two announcements by M. O'Grady of Helena, Mont., worthy of attention.

* * *

Editor's Note. — Mr. Adams, who conducts this Review of Specimens Department of PRINTER AND PUBLISHER, and who is responsible for the insert in each issue, showing examples of superior typography, is with the *Herald Press*, Montreal, one of Canada's very best printing establishments, producing a variety and quality of work comparable with the product of famous firms in the United States. Mr. Adams is engaged to assist in the "laying out" of work. He does little or no composition. His educated knowledge of typography (he is an I. T. U. graduate, and has a practical experience of the finest kind) is being utilized for the betterment of the work of the Herald Press. So it will be seen that Mr. Adams has right to speak with authority in his reviews of submitted work; also, that it is a real privilege for a compositor to have gratis the opinion of Mr. Adams on his work.



One of Fred Doig's designs. An example of appropriate decoration. Note the legibility by reason of there being only two groups of type on the page; and also the even tone obtained through the use of capitals only.



Two attractive, poster-like cover pages of a folder produced by the Herald Press at Montreal.

Useful Ideas for Color Schemes

A FEW simples rules for obtaining harmonious color schemes for use in window displays may be quoted as readily understood and appreciated by printers:—

Contrasts or graded shades of one color are correct.

Dark colors should be used below light colors, never above them.

Never use more than three colors in one scheme.

Use light colors in dark places.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs very near together.

Blue contrasted with yellow appears more brilliant.

Blue contrasted with violet appears more green.

Blue contrasted with green appears more violet.

Blue with red is better than blue with green.

Blue with scarlet is a good combination.

A company has been organized in Mississippi, capital $10,000,000, to manufacture paper from cotton stalks.

The King's Printer, Ottawa, is taking steps to stop the wastage in Blue Books. The mails are loaded with these public documents, the majority of which are not even removed from the wrappers.

THE EDITORS' VIEWPOINT

The Cut Prices of Big City Dailies

THE publishers of small city dailies and country weeklies have regarded with satisfaction the announced advance in rates to out-of-town subscribers of the Toronto *Star* and the Toronto *Daily News* from $2 to $2.50. Yet the new price is still a menace to their interests.

The out-of-town subscription (when mailed) price of New York one-cent papers, for example, is double the local price, being $6 as against $3. And in Canada the subscription price for a mailed daily newspaper ought not to be less than its local delivered price.

Not only is the circulation of local newspapers adversely affected by the mailed-in metropolitan daily, but its advertising revenues are likewise menaced, since the argument put up to national advertisers is—"We have such and such a circulation in that city or town; why then use the local medium? Why not take greater space with us?"

PRINTER AND PUBLISHER has no criticism to make concerning the enterprise of big city dailies to get out-of-town circulation, and to get all the advertising it can, even at the expense of local mediums, but it does view with disfavor the practice and privilege of big city dailies in selling their papers out-of-town at a cut-price.

The Paper Situation in Canada

THE paper situation in Canada continues to be fraught with alarms. Paper manufacturers are seemingly not disposed to make contracts beyond January 1 next. An inference is that by having a great body of publishers in the market at one time the manufacturer will have publishers "where they want them," and will be able to make contracts at their own figures.

An interesting suggestion is that Canadian publishers unite on the co-operative plan to establish their own mill. The Harmsworth Mills in Newfoundland are an example of a source of supply under the control of the publishers. A mill at Thorold, Ont., is controlled by the same financial interests as own the Chicago *Tribune*. The New York *Times* and *World* are also supposed to be interested in newsprint manufacturing. The publishers of the St. Paul *Dispatch and Pioneer* press purchased recently a mill in Minnesota having a capacity of 10,000 tons a year.

It is contended by publishers that the high prices now obtaining are not justified by increased manufacturing costs; and that present prices are manipulated.

Higher subscription and advertising rates are being urged as an offset to higher paper costs: this and rigid economies in papers consumption.

The establishment of new mills in Canada gives some promise of relief. It has been hinted, however, that the reports of new mills about to be established in this country may have a sinister purpose; namely, to discourage others who may have been thinking about establishing mills from doing so.

The whole situation is one too abnormal and strained to continue at present tension for long; something will have to break. The break will come early if the conditions are artificial and "rigged."

Recruiting Advertising

THE plain, simple way is the shortest way. It may be less flowery and alluring—less appealing to eye and sense—than the drab, short and direct route, but it has the merit—no small one—of bringing a man and his goal, or a Government and its goal, together, with a minimum of cost, waste and anxiety.

One thinks of these things when one contemplates the widespread avoidance of newspaper advertising by those who have something to sell or procure, or some result to achieve requiring mind-influence and habit-formation. Take the matter of recruiting in Canada; for months and months the newspapers have been filled with a sorry story of inadequate enlistments, and to a much lesser extent with constructive suggestions as to methods to employ to alter for the better the condition complained of. Great things were hoped for from speech-making, moving-picture appeals, posters, parades and editorial whippings; yet these things—when tried out to the full—have been only partially successful; they left the great mass of the people unresponsive.

Displayed advertising in a newspaper has a power not possessed by any other form of appeal. It has an authority, and a challenge that cannot be escaped. It is the familiar method of influencing minds and wills, communicating commands, and implanting new ideas. Just because of its publicness, of its presence in a medium which everyone is supposed to read and see, displayed advertising is a force of surpassing power—this by creating a wide spread consciousness of the thing advertised so that everybody knows that every other body knows.

So far, the Canadian Government as such has not called on Canadian men to enlist. It has been side-stepping for two years, avoiding its obvious duty. It has allowed individuals and communities and battalion commanders and sub-officers to bear the cost of recruiting effort, and recruiting has lagged in consequence.

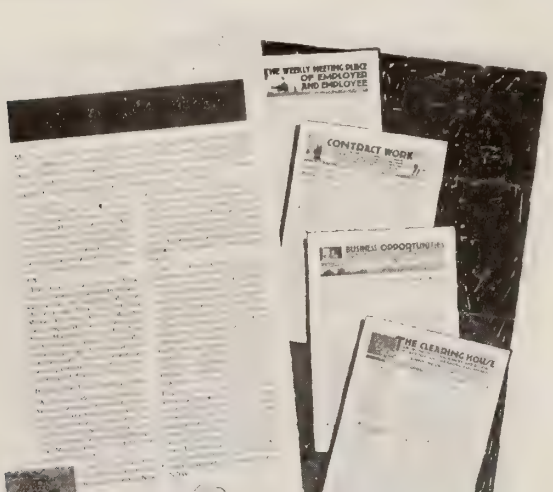
Newspaper advertising has been done by individual battalions with results more or less satisfactory, but these battalion appeals lack power and breadth, partly because small space and short campaigns have been the rule. Today, because the inertia of the non-enlisters is greater, and because men are fewer, the appeal by newspaper advertising, if made, calls for the employment of space of big size and copy of exceptional power. It is not by any means too late for the Government to begin and it is hoped that Premier Borden and Sir Thomas Tait, the newly appointed Director-General of the National Service Board, will employ the major force, newspaper advertising, to stimulate enlistment.

Publishers' Doings

The Toronto *Daily News* has a "Business Man's Page."

The Winnipeg *Telegram* has a Children's Contest Page in each Saturday issue.

The Toronto *Daily News* is publishing 2-column photographs of its carrier boys.



Reproduction of two pages of a circular (also used as an insert) issued by the *Iron Age*, New York, to develop the "Big Four" Classified Sections of this successful class paper. (Note also the poster stamp used by this paper). The idea of showing this circular and the four specimen pages is to drive home the point that many newspapers and class publications have an unworked mine at their command; namely, small advertisements grouped under a covering head, the feature being made attractive by a special drawn heading.

Frank W. Roberson, traveloguer, is in Montreal in alliance with the Montreal *Daily Star*.

The Manitoba *Free Press* has a section devoted to Motion Pictures, Stage and Music.

The Niagara Falls *Evening Review* produced a Building and Real Estate Edition last month.

The Brantford *Courier* is conducting a circulation contest in which a motor car is the principal prize.

The Galt *Reporter* offered prizes to its boy and girl readers for answers to the question—why do you like Galt?

The *Watchman-Warder*, Lindsay, produced a Special Fall Fair Edition, and secured much extra advertising in big spaces.

The Moose Jaw *Evening Times* had a page of advertising assembled under the heading, "We Welcome the Farmer's Trade."

The Moose Jaw *Evening Times* had a Fashion Edition last month. A 10-page section was required to carry the letterpress and advertising.



Heading used by St. Thomas *Daily Times* for a feature page.

The London *Free Press* made the London Western Fair contribute pleasingly to its revenues—this by the securing of much special advertising.

The St. Thomas *Daily Times* is running a "Page of News from Overseas"—this under a special hand drawn heading extending across seven columns.

THE Manville (Alta.) Empire secured a page of special advertising under the heading, "Canada expects every man will do his duty." The patriotic and national note was struck.

The Vancouver *Province* had last month a section devoted to an "Industrial Review of British Columbia." The letter press contributions were excellent, and the text was generously illustrated by photographic reproductions of good size. The *Province* is doing many good things in the way of publishing enterprise.

The Edmonton *Journal* had a "Buy at Home" section in a recent issue. The first page was made up of letter press, boldly displayed and illustrated with a challenging cartoon. Two inner pages were devoted entirely to local advertisements. The idea was to encourage more local buying, and to discourage the tendency to buy from mail-order houses.

The Calgary *News-Telegram* has a collection of small-space advertisements allied to the slogan, "Truth in Advertising." The feature is conducted by the Calgary Ad. Club. The advertisements are those of members of the Calgary Ad. Club, who by this means advertise advertising and publicly affirm that their own advertising is truthful—without exaggeration or misleading statements. A short article on the subject of advertising supplied by the Calgary Ad. Club is designed to educate the public on the subject of advertising.



A poster recently put out by the Winnipeg *Telegram* to announce the changes in management, policy, methods and service.

The Non-Return System Not Working Any Too Well

THE Toronto daily newspapers have decided not to take "returns" from news agents or newsboys. It is said that one evening newspaper is not satisfied with the arrangement, and may withdraw from the agreement. Newsdealers informed PRINTER AND PUBLISHER that this particular evening was getting the worst of it. Because it was known as a "slow seller," one dealer said he would refuse to handle this newspaper. Such being the case, perhaps before this is in print, this evening newspaper may decide to "gang its ain gait."

Pointed & Pointless

BY SIX-POINT BILL

OUT Iowa way they go in for things strongly. For instance, Iowans put Apple Jack out of business because he was too strong a few years since, and the state is dry. Also they raise more corn and fewer razor backs than most places, not excepting even Elgin country, Ontario. Now the Des Moines *Capital*, published in the state capital of course, is going strongly, too. Perhaps you don't know that the "dead-head" reading notice is a very live corpse in many places on the south side of the international boundary. From the number of requests that come to this desk for free reading notices I formed the idea that for a 50-cent death notice most papers would "thrown in" a column of real live obituary. Perhaps, I'm wrong, perhaps I'm right; anyhow, the opinion or idea was gained from what the printing trade journals are reputed as doing by various purchasers of display space. But, I must get back to the *Capital* of Des Moines. For we all can learn real newspaper space worth from the *Capital*. The paper advertises itself as 100 per cent. pure. That is, nothing but real news and paid advertising appears between the column rules. What that means, is this: If John Smith, undertaker, were to fall and break his neck, the copy editor would put his blue pencil through the word "undertaker." Perhaps you get the idea. Many papers in Ontario print an item something like this, which, unconsciously perhaps, gives a free ad. to two concerns. The item: "James Brown, our prosperous dry goods merchant, owing to a cat becoming tangled in the wire wheels of his Dink car, was thrown out and seriously injured." In the case of the Des Moines *Capital*, "our prosperous dry goods merchant" and "wire wheels" and "Dink" are deleted by the copy editor. You get what 100 per cent. means.

* * *

I may just as well keep going on this dead-head business, for as my Hibernian friends would say it is a "live" question. About every week a notice is laid on your desk that paper has gone up another cent. It is "just as good" as a "cold tub" in the morning. It wakes you up, does the upward in the price of paper. Capt. Kidd made his victims walk the plank. You walk the floor. The paper makers and the captain are separated only by a couple of centuries. Both need the money, the paper maker and the space grafter. You can get rid of the latter by the waste basket route, the former will stick closer than a poor relation. So follow the line of least resistance—you'll save white paper if you do. There is no sense in printing a 7-column paper if a 6-column will do, nor a 10-page paper when eight pages will answer. Before paper prices return to Terra Firma you'll have to be heroic.

* * *

The space-grafter gets the best of us. When I was publishing the Weekly Blizzard, a fellow landed in my town and in exchange for fashion plates, which printed the name of a certain paper-pattern concern, asked for a double-half column space. He got in the wrong pew that time, did the space-grafter. And I told him so in a slightly louder voice than I'm in the habit of thanking the gentleman who pilots me to my seat in the Synagogue. My brother-in-distress fell for the space grafter, and a printing trade paper said that he "showed red blood" for his progressiveness. Which shows that even the printers' paper may give you the worst of it, and the space grafter the best of it.

* * *

W. B. Willcox, *The News*, Trail, B.C., writes PRINTER AND PUBLISHER seeking information about the sale of waste paper. In towns the size of Trail, far from the maddening strife, and purchasers of waste paper, the difficulty of which he writes might be overcome by co-operation of stores and print shops baling and shipping waste paper in car lots to the nearest mill. To make sure of the disposal of waste paper, and there are others similarly wondering what to do about it, Six-Point Bill asks Mark Cohen and Harry Pullan, of Toronto, to give Mr. Willcox and other readers of this page the benefit of their wide experience. The letter follows:

Dear Sir: Can you give me some information? If so, it will be appreciated.

No publisher can fail to have had impressed on him the need for conservation in the use of paper—his invoices for goods would do it if nothing else showed him that necessity. Trade journals, the Government and all make it imperative.

In all printing offices and publishing concerns, there is considerable waste paper stock. In the larger cities and concerns this is easily baled and turned into the mills again, doubtless. But how about the thousands of towns of say 5,000 population and less, where there is constantly going on a waste that should be utilized. As a rule they have no market for the waste paper, and often they are too far from same to make it worth while to save and ship, from the direct money point of view. Yet it is a direct and unfortunate waste, and must amount to considerable.

We dislike to burn our waste paper or otherwise get rid of it when every traveler tells us the prices are still going up. There is no junk dealer within hundreds of miles who would handle it as far as we know. There must be hundreds of offices situated like ours. The total of such waste looms large. Has any plan or system been worked out to utilize it? A local concern in another line asserts it could help materially in gathering a car of paper—they say once a month, but call it quarterly. We have no baler.

Possibly this matter has been brought up before. If so, would like to hear what the recommendation was or suggestion, if your office has considered it. Thanking you for the information,

Yours truly,
W. B. WILLCOX.

* * *

The one-cent daily will be among the pleasant memories in a short time. That is, the price will be doubled. There are few cities where the one-center is now available. Of course, we'll get used to the price. The newsboys will have to feature the price. "The great British victory," will have to take second place. Cities a great deal smaller than Montreal or Toronto have been paying 2c for evening and 3c for morning papers, and do not think anything of it. From the advertiser's and the publisher's point of view things should harmonize better than they did under the one-cent paper. The public have been getting papers at half price for some time, and why should there be reasonable objection to "all the news for a penny?"

* * *

Said a job printer to me the other day: "Things are so uncertain, the supply market is so upset that one is half dippy." My private opinion, publicly expressed, is that half the world is so affected, and the other half is a little more so. The war has knocked the props from under the fundamentals. Men are flailing the air with the hope of grasping something substantial. Just now conditions may be better expressed in the attitude of the colored gentleman who took the contract to shovel a load of coal into the cellar under the sidewalk for $1.50, and then sublet the job for $1.75 to a white man, remarking that it "is wo'th a qua'ter to be a boss."

* * *

Toronto dailies are figuring 25c an agate line for Government advertising. It looks like killing the goose, etc.



FOR THE APPRENTICE

By P. O. Well

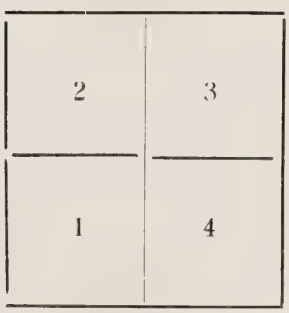
WE ARE all apprentices. The printer who knows it all, of course, will not agree with this sentence of four words. And incidentally the one who knows it all, when he has to face a problem in imposition, steps as nervously as an honest horse on an icy pavement. I have witnessed him doing the know-all-act in a two-million-dollar plant and in a two-thousand-dollar just printshop. About one in a million knows it all. And as a matter of common sense, and a saving in time, what will be set down in a series of monthly talks on imposition is intended to be a help to all, the writer included.

Twenty-five years and more ago, a composing-room of forty compositors would number not more than six or seven who were unable to "lay out" a form of 16 pages. To-day in shops of a similar number two or three is the limit to the number who can impose a form and place the margins correctly.

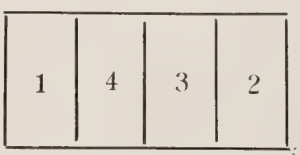
Why this should be is hard to answer. Perhaps the good stone-hand has gone with the good old intelligent hand compositor. A few remain, not many. Soliloquizing to Hamlet, let's on with our job.

Imposition is the beginning and the end of the compositor's trade. What relation the set type is to the completed page, the completed page is to the completed form or job. At first glance, imposition is puzzling to many, but after its mathematics are mastered—and it is 90 per cent. mathematics—it is one of the pleasures of a printer's toil. So to make it plain to the boys who desire to do something for the world's benefit—and their own—these articles will be illustrated by diagrams of forms and how to make the paper fold correctly and economically.

It is workman-like, indeed, to see a stone-man imposing a form without a sheet of the stock the job is to be worked on, with nothing but a two-foot rule. As the articles proceed, this will be gradually explained, and then when the series is completed, a review will be made and all the diagrams published in one issue of PRINTER AND PUBLISHER. The articles will be worth the price of a hundred subscriptions to the apprentice. They were to the writer, and he is glad to here make public acknowledgment.



4-page ordinary



4 pages long way.

This month the diagrams of two 4-page forms are given. The 4-page, ordinary, is the form commonly used for stock that will cut from a full sheet, without waste, into four even quarters. The 4-page, long way, is generally used for cover-stock which will not cut without waste, to suit a booklet cover for the 4-page, ordinary way. Each form is "laid" so that when turned the feed-edge will be the same, and perfect register assured.

In November PRINTER AND PUBLISHER both these forms and folds will be fully illustrated.

Canada's Press Associations

CANADIAN PRESS ASSOCIATION:
President: J. G. Elliott, *The British Whig*, Kingston, Ont.; Manager: John M. Imrie, Lumsden Building, Toronto.

C.P.A.: MARITIME PROVINCES DIVISION:
President: R. L. Cotton, *The Examiner*, Charlottetown, P.E.I.; Secretary: D. F. McLean, *Greetings*, Port Hood, N.S.

C P.A.: ONTARIO AND QUEBEC DIVISION:
President: V. E. Morrill, *The Record*, Sherbrooke, Que.; Secretary: A. R. Alloway, Lumsden Bldg., Toronto.

C.P.A.: MANITOBA DIVISION:
President: F. B. Allen, Port Arthur; Secretary: G. H. Saults, Winnipeg.

C.P.A.; SASKATCHEWAN DIVISION:
President: W. G. Cates, *The News*, Moose Jaw; Secretary: T. M. Marshall, *The Review*, Weyburn.

C.P.A.: ALBERTA DIVISION:
President: A. I. N. Terrill, *The News*, Medicine Hat, Alta.; Secretary: John Torrance, *The Herald*, Lethbridge, Alta.

C.P.A.: WESTERN B.C. DIVISION:
President: Robb Sutherland, *The Daily News*, Nelson, B.C.; Secretary: F. J. Burd, *The Daily Province*, Vancouver, B.C.

ONTARIO.

THE BAY OF QUINTE PRESS ASSOCIATION:
President: A. H. Watson, *The Review*, Madoc; Secretary: D. H. Morrison, *The Times*, Bancroft.

BRUCE COUNTY PRESS ASSOCIATION:
President: J. J. Hunter, *The Reporter*, Kincardine; Secretary: D. A. McKenzie, *The Advocate*, Paisley.

ESSEX AND KENT PRESS ASSOCIATION:
President: R. B. Brett, *The Free Press*, Essex; Secretary: W. R. Davies, *The Herald*, Thamesville.

HALDIMAND COUNTY PRESS ASSOCIATION:
President and Secretary: W. A. Fry, *The Chronicle*, Dunnville.

HALTON, PEEL AND DUFFERIN PRESS ASSOCIATION:
President: Elgin A. Harris, *The Gazette*, Burlington; Secretary: T. E. F. Claridge, *The Economist*, Shelburne.

HALTON PRESS ASSOCIATION:
President: W. J. Fleury, *The Record*, Oakville; Secretary: H. P. Moore, *The Free Press*, Acton.

THE MIDLAND PRESS ASSOCIATION:
President: Geo. H. Wilson, *The Post*, Lindsay; Secretary: D. D. C. Dawe, *The Examiner*, Peterboro.

MUSKOKA-PARRY SOUND PRESS ASSOCIATION:
Presiden: H. E. Rice, *The Forester*, Huntsville; Secretary: J. H. Fawcett, *The Arrow*, Burke's Falls.

NIAGARA DISTRICT PRESS ASSOCIATION:
President: H. B. Sidey, *The Tribune*, Welland; Secretary: John H. Thompson, *The Semi-Weekly Post*, Thorold.

NORFOLK COUNTY PRESS ASSOCIATION:
President: Hal. B. Donly, *The Reformer*, Simcoe; Secretary: P. George Pearce, *The Star*, Waterford.

OTTAWA VALLEY PRESS ASSOCIATION:
President: C. F. McKimm, *The Record*, Smith's Falls; Secretary: W. W. Walker, *The Courier*, Perth.

PERTH AND HURON COUNTIES PRESS ASSOCIATION:
President: H. B. Elliott, *The Times*, Wingham; Secretary: Alex. Abraham, Stratford.

ST. CLAIR DISTRICT PRESS ASSOCIATION:
President: H. J. Pettypiece, *The Free Press*, Forest; Secretary: George E. McIntosh, *The Standard*, Forest.

ST. LAWRENCE RIVER COUNTIES PRESS ASSOCIATION:
President: W. Gibbens, *The Standard*, Cornwall; Secretary: W. J. Moore, *The Recorder*, Brockville.

SIMCOE COUNTY AND NORTH YORK PRESS ASSOCIATION:
President. C. H. Hale, *The Packet*, Orillia; Secretary: J. A. McLaren, *The Examiner*, Barrie.

WELLINGTON COUNTY PRESS ASSOCIATION:
President: A. W. Wright, *The Confederate*, Mount Forest; Secretary: J. A. Lambert, *The Representative*, Mount Forest.

SASKATCHEWAN.

SOUTH SASKATCHEWAN PRESS ASSOCIATION:
President: T. M. Marshall, *The Review*, Weyburn; Secretary: H. T. Halliwell, *The Progress*, Estevan.

WEST CENTRAL PRESS ASSOCIATION:
President: H. N. Stephenson, Kerrobert; Secretary: E. F. Gare, Kindersley.

BRITISH COLUMBIA.

OKANAGAN VALLEY PRESS ASSOCIATION:
President: Louis J. Ball, *The News*, Vernon; Secretary: H. M. Walker, *The Press*, Enderby.

Thrift and Good Roads Campaign

THE Dominion Government is to launch a Savings or Thrift Campaign. A newspaper reports says that "following the example of the Old Country, posters and placards, bearing some striking words of admonition to those who are working and earning will be used widely throughout the Dominion as a means of directing people's minds to the practice of thrift." But not newspapers, it will be perceived.

The Department of Public Highways for the Province of Ontario has begun a campaign on behalf of Good Roads, directed to the sixteen counties of Ontario that have no Good Roads programme. A hundred thousand circulars have been sent through the mails to as many farmers in these sixteen counties. So far, according to a statement made to PRINTER AND PUBLISHER by the Deputy Minister of Public Highways, the matter of newspaper advertising to create and form public opinion in these sixteen counties has not been considered.

Whatever obligations may rest on non-advertisers themselves to do the right thing, there is a very heavy and permanent obligation resting on newspaper publishers to educate prospective and possible advertisers on the subject of newspaper advertising. The burden of education and sale rests on the seller—always. If he neglects or refuses to take up his burden then he ought not to weep and wail when he sees possible and should-be consumers of his wares giving their favor to a competitor.

The newspaper men of Canada *must* carry on, by publicity in the newspapers, a campaign of education on the subject of advertising. Twice or thrice in the last four years or so, campaigns of this nature have been carried on, but just as a maker of underwear or motor cars or any other product cannot hope to keep his mill-wheels turning with the water that has passed, no more can newspaper men themselves hope to keep gathering fruit if and when they cease planting the seeds of advertising.

PRINTER AND PUBLISHER insists on the necessity for publishers to advertise their commodity, fields and faith—this jointly and severally. The distaste to do this, and the evasion of participation in a publicity enterprise, is not creditable either to the intelligence of Canadian publishers or to their spirit of bold courage.

Nickel Refining Policy

THE Montreal *Gazette* defends the International Nickel Company's policy of maintaining its chief refinery for Canadian ores, and expending the great bulk of its revenue, in the United States.

The *Gazette's* plea will receive very little sympathy from the press of the country. Their great grievance for some years has been the competition they have had to meet from the big dailies, which sold in their home centres at $3 to $5 a year, but outside Montreal, Toronto and Winnipeg, subscriptions were usually $1 a year. The papers in these centres have subsidies, sources of revenue and influences at their back not available to other dailies and weeklies. It transpires that one big daily, which took subscriptions as low as 50c. a year, was linked with, if not really controlled, or actually owned, by the International Nickel Company. With such tremendous resources at its back the fifty-cent rate is easily explained.

We cannot understand the *Gazette* hurrying to the defence of the Nickel Co. policy of manufacturing in the United States. The *Gazette* stood with the *Financial Post* in opposing that part of the Fielding-Taft treaty which would lead to the milling of our wheat in the United States.

The *Gazette* would compel the grinding of Canadian wheat in Canadian mills. Then why argue for the opposite policy in the case of nickel ore? We hope to have the *Gazette* itself revise its views and support our policy of eventually compelling the manufacture here of all raw materials of which we have a monopoly or near monopoly like nickel, paper, flour, asbestos, and many other natural products. —*The Financial Post of Canada.*

Schools of Journalism in the United States

IN RESPONSE to an enquiry from a subscriber in British Columbia, concerning schools of journalism in America. PRINTER AND PUBLISHER provides the list which follows. As yet there is no school of journalism in Canada, though after the war is ended, it is confidently expected that one or more such schools will be established in this country in connection with provincial Universities.

Readers interested in having the prospectuses of the course offered by the schools as listed below, can obtain them by addressing a request to the Dean of the Faculty of Journalism in each institution.

Baylor University Waco, Texas.
Beloit University—Beloit, Wisc.
Columbia University New York City.
Depau University—Greencastle, Ind.
Harvard University Cambridge, Mass.
Indiana University—Bloomington, Ind.
Iowa State Agricultural College—Ames, Iowa.
Kansas State Agricultural College—Manhattan, Kansas.
Mt. Holyoke College—Mt. Holyoke, Mass.
Marquette University—Milwaukee, Wis.
Massachusetts Agricultural College—Amherst, Mass.
Notre Dame University—Notre Dame, Iowa.
New York University—New York City.
University of California Berkeley.
" " Chicago—Chicago.
" " Colorado Boulder.
" " Illinois Urbana.
" " Kansas—Lawrence.
" " Kentucky—Lexington.
" " Louisiana Baton Rouge.
" " Michigan—Ann Arbor.
" " Missouri—Columbia.
" " Maine—Orono.
" " Nebraska—Lincoln.
" " North Carolina, Chapel Hill.
" " Ohio—Columbus.
" " Oregon—Eugene.
" " Oklahoma—Norman.
" " Pittsburgh—Pittsburgh.
" " South Dakota—Vermillion.
" " South California—Los Angeles.
" " Utah—Salt Lake City.
" " Washington—Seattle.
" " Wisconsin—Madison.

C.P.A. Officials Plan Eastern Trip

ARRANGEMENTS are now under way for a visit of J. G. Elliott, president of the Canadian Press Association and editor of the Kingston *Whig*, and E. Roy Sayles, chairman of the Weekly Section and editor of the Port Elgin *Times*, to the Province of Quebec and the Maritime Provinces.

One meeting is being arranged to be held at Truro, on October 19, and another at Sherbrooke on October 26. Because of their importance, all publishers should plan to be present at one or other of these meetings.

COMMENCING October 1 the price of the Windsor *Evening Record* by mail (which has been $2 per annum in advance) will be raised to $2.50 per annum; six months, $1.25; under that, 25 cents per month.

Many Rural Weeklies Adopting $1.50 Rate

Great Activity in Campaign for Much-Needed Increase—New Rate Working Out Very Satisfactorily—Testimony of Those Who Have It In Force

THE $1.50 subscription rate for rural weeklies and semi-weeklies is as contagious as the measles, but with none of its disagreeable features. A month ago the first anniversary of the birth of the campaign was celebrated and since that occasion the number of papers charging $1.50 or higher has been increased from 110 to 178. After deducting the number that had a rate of $1.50 or higher in force before the campaign started, these figures indicate that the moment has been extended almost as much during the past month as during the whole of the previous year.

The first year was chiefly a period of seed-sowing; the past month has seen the commencement of the harvest. In the early days of the campaign, with the notable exception of Bruce County, Ont., the papers that actually put the new rate into effect acted individually or in conjunction with one or two neighboring papers. Now the new rate is not only growing rapidly in popularity, but the principle of co-operation is being applied more generally and whole counties and districts are lining up unanimously or almost so.

ONTARIO TO THE FORE

In Ontario the movement has made the greatest progress, doubtless due to the holding of more district meetings in that province. Bruce, Perth, Huron, Lambton, Middlesex, Norfolk and Haldimand are practically "solid" in the adoption of the $1.50 rate. Now that the $1.50 rate is no longer a theory, but an established fact, and its successful working out is no longer a matter of conjecture, there is no doubt but a great many papers both east and west that have been hesitating will definitely decide in its favor at an early date.

CANADIAN PRESS ASSOCIATION'S PART IN MOVEMENT

As is generally well known, the inauguration of the $1.50 campaign dates back to the 1915 Annual Meeting of Canadian Press Association, on which occasion E. K. Whiting, of Owatonna, Minn., addressed the Weekly Section on the working out of the $1.50 rate in Minnesota, with the result that a decision was reached to start the ball rolling in Canada. Since that time, September of last year, the officers of the Weekly Section ond the Central Office of the C.P.A. have been untiring in their efforts to give the fullest possible co-operation to countries and districts as well as to individual publishers with a view to making the new rate general at as early a date as possible. Much has been accomplished through provincial and district meetings of publishers and PRINTER AND PUBLISHER heartily recommends this method of getting together on this

LIST OF CANADIAN WEEKLIES THAT HAVE RAISED THE SUBSCRIPTION PRICE TO $1.50

NOVA SCOTIA

Pictou *Advocate.*

NEW BRUNSWICK

Campbellton *Graphic.*
Chatham *Commercial.*
Newcastle *Union Advocate.*
Campbellton *Tribune.*
Chatham *World*
Newcastle *North Shore Leader.*
St. Andrews *Beacon.*
Moncton *Times.*
Moncton *Transcript.*
Sackville *Post.*
Sackville *Tribune.*

QUEBEC

Thetford Mines *Le Mineur.*

ONTARIO

Brussels *Post.*
Alliston *Herald*
Almonte *Gazette.*
Arnprior *Chronicle.*
Arnprior *Watchman.*
Beaverton *Express.*
Beeton *World.*
Bolton *Enterprise.*
Carleton Place *Central Canadian*
Carleton Place *Herald.*
Chesley *Enterprise.*
Collingwood *Enterprise.*
Collingwood *Bulletin.*
Grimsby *Independent.*
Hepworth *Progress.*
Kincardine *Reporter.*
Kincardine *Review.*
Lanark *Era.*
Lucknow *Sentinel.*
Meaford *Express.*
Meaford *Mirror.*
Meaford *Monitor.*
Mildmay *Gazette.*
Milverton *Sun.*
Orillia *Packet.*
Orillia *Times.*
Owen Sound *Advertiser.*
Owen Sound *Sun.*
Owen Sound *Times.*
Paisley *Advocate.*
Pembroke *Observer.*
Pembroke *Standard.*
Penetanguishene *Herald.*
Perth *Courier.*
Perth *Expositor.*
Port Elgin *Times.*
Renfrew *Mercury.*
Seaforth *Expositor.*
Seaforth *News.*
Smiths Falls *News.*
Smiths Falls *Record.*
Southampton *Beacon.*
Stratford *Beacon.*
Stratford *Herald.*
Tara *Leader.*
Tiverton *Watchman.*
Tottenham *Sentinel.*
Walkerton *Herald.*
Walkerton *Telescope.*
Wiarton *Echo.*
Winchester *Press.*
Wingham *Advance.*
Wingham *Times.*
Listowel *Banner.*
Listowel *Standard.*
Markdale *Standard.*
North Bay *Times.*
Sudbury *Star.*
Teeswater *News.*
Ailsa Craig *Banner.*
Alvinston *Free Press.*
Ayton *Advance.*
Bridgeburg *Review.*
Caledonia *Grand River Sachem.*
Cayuga *Haldimand Advocate.*
Coldwater *Planet.*
Courtright *Outlook-Tribune.*
Delhi *Reporter.*
Dunnville *Chronicle.*
Dunnville *Gazette.*
Dunnville *Reform Press.*
Forest *Free Press.*
Forest *Standard.*
Galt *Reporter.*
Glencoe *Transcript.*
Hagersville *News.*
Hanover *Post.*
Jarvis *Record.*
Parkhill *Gazette.*
Petrolia *Advertiser.*
Petrolia *Topic.*
Port Dover *Maple Leaf.*
Port Rowan *News.*
Sarnia *Canadian.*
Sarnia *Observer.*
Simcoe *British Canadian.*
Simcoe *Reformer.*
Strathroy *Age.*
Strathroy *Dispatch.*
Thedford *Tribune.*
Thorold *Post.*
Waterford *Star.*
Watford *Guide-Advocate.*
Welland *Telegraph.*
Welland *Tribune.*

MANITOBA

Emerson *Journal.*
Manitou *Western Canadian.*
Roland *News.*
Deloraine *Times.*

SASKATCHEWAN

Avonlea *Advocate.*
Carnduff *Gazette.*
Craik *News.*
Indian Head *News.*
Rouleau *Enterprise.*
Sintaluta *Times.*
Viceroy *News.*
Windthorst *Independent.*
Wolseley *News.*
Aneroid *Magnet.*
Estevan *Mercury.*
Estevan *Progress.*
Milestone *Mail.*
Scott *Herald.*
Unity *Courier.*

ALBERTA

Wainwright *Star.*
Lethbridge *Telegram.*
Stettler *Independent.*

BRITISH COLUMBIA

Of 59 town and village weeklies reporting, 2 charge $3.00 a year; 3 charge $2.50; 33 charge $2.00; 6 charge $1.50. Total of 44 in British Columbia that charge $1.50 or more.

very important issue. Where district organizations have been active for some years good has been accomplished and generally conditions are much better than in counties or districts where no organizations exist. The discussion of the $1.50 subscription rate provides a splendid opportunity for the organization of new district associations as well as the calling together of those already in existence.

THE PROOF OF THE PUDDING

Just how well the $1.50 rate is really "catching on" with the public may best be judged by the evidence of those publishers who have it in force. Could any one ask for more convincing testimony than that which follows:

Milestone (Sask.) *Mail.*—"The $1.50 weekly is now a permanent fixture and will soon be the rule everywhere. Late events in the paper world have made it very easy to ask the increase and readers are now ready to pay it. There is so much being said in the big dailies about the paper situation that they are now fully recognizing the necessity. We lost a few at the start, but whether it was due to a strong collecting campaign in an effort to get our list up to date before the new rule went into effect, or the new rule itself, we cannot say. In any event we are still ahead of the game, as we have put on some new ones to even up. We have not put on quite as many as we took off, but the condition could easily have been the same had we not put the $1.50 subscription into force. We are more than glad we took the step and do not anticipate losing any for this cause from now on."—*Roy C. Ashwin.*

Owen Sound *Sun.*—"We are very hopeful that everything will work out all right and while we anticipate a loss of some circulation we firmly believe that in a year or so we will fully regain anything that we may lose temporarily."—*Howard Fleming.*

Pictou (N.S.) *Advocate.*—"The Pictou *Advocate* is the only paper in Nova Scotia that has adopted the $1.50 rate with 'stop at expiration' announcement and I am glad I did so."—*John D. MacDonald.*

Port Elgin *Times.*—"The $1.50 rate has been our rate since January 31 last. It provides the weekly publisher with the extra revenue, which must come to him if he is to remain a successful business man and does NOT decrease circulation." *E. Roy Sayles.*

Renfrew *Mercury.*—"Having waited to see if my local competitor would go up to the $1.50, I did not run the display advertisements before July 1. He finally decided just before July 1 that he would not increase from the $1.00. However, in view of all I had said on the matter, and because of the warrant for the increase, I decided to make the increase. Hence the advertising did not start till the week the increase went into effect, which was a bit of hardihood. I lost about a dozen in the first two weeks. Some of these have come back, and we have had enough new ones along to nearly even the score. And since the $1.50 advertisements have had two or three weeks' insertion, and the readers have had a chance to see a statement of the case, I have lost practically none."—*W. E. Smallfield.*

THE C.P.A. HAS HELPED

In addition to assisting in the holding of district meetings the C.P.A. has rendered a splendid service to weekly publishers by the preparation and distribution of a set of attractive advertisements, written by an expert copy writer and designed to win the hearty approval of the subscribers. That they are fulfiling their mission is evidenced by the testimony of Mr. Smallfield, of the Renfrew *Mercury*, given in this article. Interested publishers who have not received copies of these splendid advertisements should write to the Central Office of the C.P.A., Toronto, for them.

September Press Meetings

SEPTEMBER was a popular month for holding district press meetings in Eastern Canada—nine having been reported to PRINTER AND PUBLISHER during the past month. Brief reports follow.

The Wellington County Association met at Toronto Exhibition on Press Day, and discussed the $1.50 subscription rate for weeklies and—or perhaps we should say "versus"—the cutting down of the size of papers. The Mount Forest papers reported having already adopted the latter course for the present.

On September 8th the Norfolk County publishers convened at Simcoe. Definite action on the $1.50 rate was deferred at that time but later the entire county decided to get in line and the new rate will become effective December 1st.

Two meetings were held September 15th, and both were highly successful. The Simcoe and North York Association met at Orillia and the St. Clair Counties District Association met at Forest. At the latter meeting practically all the Middlesex and Lambton papers decided to adopt the $1.50 rate December 1st. Peter McArthur was an interested and interesting visitor, being, as he himself put it, "the only subscriber present." The St. Clair Association elected officers as follows:—President, H. J. Pettypiece, Forest *Free Press;* vice-president, A. E. Sutherland, Glencoe *Transcript;* secretary-treasurer, G. E. McIntosh, Forest *Standard.*

Not all the successful meetings are held in Ontario, however, one being held at Newcastle, N.B., on the 16th, at which the six publishers present voted unanimously for the $1.50 rate by January 1st, 1916.

On the 18th a well-attended meeting of Elgin County publishers was held at St. Thomas. The County Association was revived. J. D. Blue, Dutton *Advance*, was elected president, and Thos. L. Barnecott, Aylmer *Express*, was elected secretary.

The seven Haldimand publishers met at Caledonia on September 22nd, organized a county association, and decided unanimously in favor of the adoption of the $1.50 rate. A committee was appointed to revise job printing prices. W. A. Fry, Dunnville *Chronicle*, was elected president and secretary.

Owen Sound was the place of meeting chosen by the men of Grey County for a gathering on September 23rd. Chairman Sayles, of the Weekly Section of Canadian Press Association was present and addressed the meeting. Nine or ten Grey county papers are now in the $1.50 class.

The Niagara District Printers and Publishers Association held a meeting at Niagara Falls on September 29. Several papers reported the adoption of the $1.50 rate. A committee was appointed to revise job printing prices.

A. R. Alloway, assistant manager Canadian Press Association, attended the Forest, St. Thomas and Simcoe meetings.

Daily Papers Raise Subscription Rates

ACTIVITY in the direction of increased subscription rates is by no means confined to the weekly press. The dailies also have been practising as well as preaching, with the result that a dozen or more Ontario dailies have put into effect or announced for the near future substantial increases in mail and other rates.

Increases by the London and Brantford papers were reported in a previous issue. The Toronto *Star* and *News* decided a short time ago to increase their mail rates to $2.50, and it is understood they are now seriously considering raising the rate to $3.00 on December 1st. The Galt *Reporter* increased its rate on October 2nd to $3.00 by mail, $4.80 by carrier, and two cents a copy street sales. On the same date the Windsor *Record*, despite keen competition from low-priced Detroit papers, raised its mail rate from $2.00 to $2.50, payable strictly in advance. The dailies of Chatham, Woodstock, St. Thomas, Guelph and Niagara Falls have, it is understood, practically decided on substantial increases in rates, although definite announcements have not yet been made.

The high cost of news print has perhaps been the chief factor in precipitating long deferred action on the part of many daily papers in the matter of asking the subscriber to pay a greater proportion of the newspaper revenue.

Third National Printing Show at New York

Not an Unqualified Success—Some of the Exhibits and Exhibitors—Wonderful Machines at Work—Some Canadians Who Were Present

IT would be an offence against the Decalogue to say that the Third National Printing and Allied Trades Exposition was a real success. Every night of the first week of October Madison Square Gardens, New York, was crowded with the disciples of Guttenberg and other disciples—but that is all that may be said without violating the truth. And while we say this no blame can attach to Harry K. Cochrane, the manager, nor his courteous assistants. When the dates of the Madison Square Garden exposition were first known last spring another show was announced. The result was that many refrained from making exhibits at the Gardens. Perhaps this was not the only reason. This year three-quarters of a dozen conventions were held in various cities in the United States, at each of which the big manufacturers made exhibits, and the expense items forced them to forego Madison Square. The foregoing are not the views of our representatives, but are the openly expressed opinions of salesmen, printers and printing newspaper journalists. The opinions were further expressed that several years will elapse before another printing trade show is attempted in New York.

SOME EXHIBITORS

Nevertheless, there were many interesting exhibits. Rich & McLean, of New York, second-hand dealers, had the largest exhibit in the Exposition. The only two-revolution press in the Garden was operated by this firm, together with a cutting machine, linotypes and a typecaster.

Of the three slug typesetting machines manufactured in the United States, the Linograph Co., of Davenport, Iowa, was the only firm operating a new machine from the factory. The Linograph caught the crowd. Operators, proprietors, machinists from the daily plants plied Mr. Petersen, the inventor, Wm. DeVinny, of Detroit, salesman, and Leonard S. Labounty, the operator, with questions. It was the first time that the Linograph was operated in the east, and many wanted to see and learn of the machine that has a thousand parts less than other makes. Expert operators and machinists expressed themselves freely as being more than satisfied that the Linograph is a real typesetting device. Several were sold. PRINTER AND PUBLISHER learns on the best authority that one big successful daily is seriously considering installing Linographs in its composing room, besides several small town publishers.

Stokes & Smith, of Philadelphia, operated two of their Rapid Rotary Printing Presses. This is a rotary job press that will print a form 14 x 17 inches. It is designed for such work as letter-heads, office forms, envelopes, cards, tags, etc. It works very rapidly. Seven to eight thousand impressions per hour, and ten thousand can be reached on certain classes of work. It will automatically feed from onion skin to light card board. The Stokes & Smith exhibit had the crowd, too. Rolla L. Crane, of Ottawa, has installed two of these presses and the Printing Bureau at Ottawa has two ordered.

HOW HUMAN LABOR IS BEING REPLACED

The Dexter Folder Company had a very interesting and instructive exhibit. The Kast combination wire stitcher and feeder was examined by many. This machine will do the work of three ordinary stitchers and six operators. It will stitch periodicals at the rate of from 75 to 90 per minute with one operation. By a slight change it will stitch "gang" work just as rapidly. The Cross feeder, another Dexter production, was operating a Dexter folder known as model 189A. This machine folds a sheet 33 x 44 inches, 32-page form, of heavy coated stock, and perforates so that the creases will not destroy the printed sheet.

The Marresford Automatic Tipping Machine was busy sticking page inserts on folded signatures. This invention does away with the tedious and costly job of hand-pasting inserts in catalogues, booklets and periodicals. A book-stitcher was in operation beside this machine, using four spools of thread. Hand-sewen books will soon be things of the past. The Marresford exhibit was one of the centres of attraction.

The Embossograph Co., of 251 William Street, New York, demonstrated that engraved and embossed effects can be produced without the use of dies or plates, and that the work is absolutely flexible and cannot be broken off. The work can be done as fast as an ordinary small platen can print. The company claim that it is the greatest money-maker ever presented to the printer. The process is very simple. A steel oven, heated with gas, gasoline or electricity melts a composition on the freshly printed work while it is carried through the oven on electrically driven steel carriers. The effect is beautiful.

The Emboso Sales Company, of Washington, had a good exhibit. The work is similar to the above. This company had two machines in operation. A small one, big enough for the average-sized shop and a larger machine big enough for the biggest shop. The inventor and two operators demonstrated. It was one of the centres of attraction. Both concerns will have agents in Canada very soon.

SILK AND WOOD IN THE PRINTING BUSINESS

The Bull Dog Saw had a very interesting exhibit. This saw is designed to cut anything in metal. The peculiarity claimed for the saw teeth is that they will not choke or bind the slugs after they are cut. It does nice, clean work, and has many devices on the saw table to reduce the time of operation. The operator claimed that the saw is of the best steel, hard enough to cut glass.

The John Thomson Press Co. operated a couple of their well-known job presses. On one press a large form, with three half-tones and letter press, the work was clear and beautiful. It is doubtful if the work could be improved on by a two-revolution press costing three times the price of the Thomson press.

H. L. Roberts & Co. demonstrated the silk stitcher and tying machine. This machine will saddle-stitch and tie booklets at the rate of a thousand per hour. Mr. Roberts has succeeded in getting a near-silk manufactured, his own invention, that reduces the cost greatly from the pure silk. The colors are as good. Every printer knows the pleasing effect a knotted and stitched booklet gives the reader.

The Eastern Brass and Wood Type Co., 4th Ave. and 10th St., New York, showed a lot of up-to-the-minute faces in wood type and ornaments. Beautifully cut and made accurately to points, the exhibit was a wonderfuul contrast to jack-knife wood letters of other days. This company does a large business. Real window cards and attractive posters would not be hard work if this wood type were used. The Hoffmann Type and Engraving Co., same address, showed what it can produce in brass type, brass dies, embossing

dies, book-plates, etc. Both exhibits were among the most attractive of the exposition.

The American Steel Chase Co., 27 Beekman Street, New York, had an interesting display of their Hercules steel chases and devices for plates on presses. Poor chases have been responsible for the loss of more money and more patience than one can well imagine. The Hercules are money savers and nerve-savers.

The H. C. Hansen Type Foundry, of Boston, one of the oldest and best of America, displayed brass rule and brass goods, mitering machines, etc. The Board of Education of New York will have an exhibit at the Electric Show on October 18, and the Hansen Type Foundry has been selected to make an exhibit of its type, material, supplies and presses. There are eight printing schools in New York, and it is contemplated to establish 30 more plants, so the honor that falls to the Hansen foundry speaks volumes.

The Duplex Co., of Battle Creek, Mich., exhibited two electrically controlled steam drying matrix tables. The idea of this invention is to do away with pneumatic control. The machine is easily set in motion by foot power and stops and is relieved automatically. The company reports sales to several big newspapers.

The Multicolor Sales Co., New York, exhibited a job press, built on new lines, capable of printing three colors at one operation on letters. That is, the letter head in one color, the body of the letter or circular in another, and the signature in a third color. The multitint chemical process was also demonstrated. This means that on any press water-lines or trade marks can be worked on any stock. The strange thing about it is that the fluid changes with the color of the paper. It is not expensive.

Other exhibitors who made displays were: P. F. Smith, steel rule cutting, New York; Lead Mould Electrotype Foundry, New York; National Binding Machine, New York, a very interesting exhibit of tape binding; Union Card and Paper Co., New York; Rapid Addressing Machine Co., N.Y.; Hammond Typewriter, Chicago; American Gold Leaf Co., New York; Davenport Mfg. Co., Davenport, Iowa; A. G. Burton's Sons, Chicago; Golding Mfg. Co., Boston; The Regina Co., New Era process, New York; Boston Printing Press Mfg. Co.; George P. Clark Co., Chicopee Falls, Mass.; Cutler-Hammer Co., New York; Thompson Type Machine; Bingham Bros., New York; E. W. Blatchford, Indianapolis; Typo Mercantile Agency, Ludlow Typograph, New York; Smith-Form-A-Truck Co., Bukey Co., Chicago; Z. J. Frohn, Goldbery Pictures, Janecke Printing Ink Co., Loring Coes & Co., Clipper Belt Lacing Co., Zees Wilkinson Co., Monometer Mfg. Co., Wood, Nathan & Virkis, New York Portable Elevator Co.; The Delphos Printing Press Co., Delphos, Ohio.

Those who had booths at the Gardens, but made interesting and profitable displays at their warerooms were: The J. E. Linde Paper Co., The Mergenthaler Co., The Intertype Corporation, Golding Mfg. Co., and the Dexter Folder Co.

THE TECHNICAL PRESS

Walden-Mott, publishers of *Printing*, a paper devoted to the printing industry of New York City, made a big hit by issuing a daily edition of *Printing* every day of the exposition. The many courtesies of *Printing* and the *American Printer* are hereby acknowledged by PRINTER AND PUBLISHER.

The printing trade papers making displays were:

Printing, New York; *American Printer*, New York; *Graphic Arts and Crafts Year Book; The Printing Art*, Cambridge, Mass.; *Newspaperdom*, New York; PRINTER AND PUBLISHER, Toronto, Ont.

Printing extended a very flattering notice to PRINTER AND PUBLISHER, the exhibitor from the longest distance. The MacLean papers exhibit was taken to Calcutta, India, by a native Indian gentleman, who was seeking information for his Government. Possibly no exhibit has gone a longer distance.

Canadians who visited Madison Square Gardens during the week were: Rolla L. Crane and his manager, Ottawa; Col. Maclean, Toronto; Charles Gordon and William Hamilton, Stephenson, Blake & Co., Toronto; J. Gordon Montgomery, Anglo-Canadian Type, Toronto; Geo. M. Stewart, type and supplies, 92 Magill St., Montreal; James Wilson, *Saturday Night*, Toronto; Cyrus L. Edy, Somerville Paper Box Co., London, and W. A. Lydiatt, Toronto.

Winnipeg Editors Go Free

MR. JUSTICE GALT exceeded his authority when, sitting as Commissioner enquiring into the Agricultural College contracts, he sent to jail for contempt of court four Winnipeg newspaper men. This was the decision given by Mr. Justice Haggart, of the Court of Appeal, who ordered that four warrants of committal be quashed and the four men discharged from custody.

Mr. Justice Haggart, in his judgment, said that a judge sitting as commissioner had no more powers than any other citizen, who might be appointed commissioner. The powers of a commissioner were limited by statutes, and there was nothing in the statutes giving a commissioner, by inference or otherwise, power to punish for contempt of court.

His Lordship said he thought Edward Beck was right in asking to know the scope of the commission, when he was called before Commissioner Galt.

A. R. Alloway Assistant Manager

AT A recent meeting of the Directors of the Canadian Press Association the manager, John M. Imrie, submitted a report, in which he recommended the appointment of A. R. Alloway to be his assistant on a permanent basis, the Directors agreeing. Mr. Alloway was made assistant manager in July, 1915, to act during the period of Mr. Imrie's illness. Mr. Alloway has earned his permanent appointment by fidelity to the interests of the C.P.A. and by an intelligent and whole-hearted devotion to the demands of his office. Prior to going to the Canadian Press Association, Mr. Alloway was editor of PRINTER AND PUBLISHER.

Engravers' Trial Postponed

THE trial of the eight members of the Photo-Engravers' Board of Trade, charged with an alleged violation of the Donnelly Anti-Trust law, go over until December.

The eight men were indicted on June 30 last, and it was expected that the cases would be reached for trial at the October term. On August 16, representatives of a great many dailies, magazines, and trade journals had a conference with the District Attorney and the importance of bringing the cases to an early determination was threshed out.

THE *National Sunday Magazine* has suspended publication. It had been issued twice a month for over six years through eleven Sunday newspapers in as many cities. The high price of print paper is blamed.

Publishers Discuss Paper Situation

AT THE suggestion of Sir Thomas White representatives of Canadian publishers and makers of newsprint met in Ottawa on October 9 as a preliminary step towards an adjustment of differences which have become so acute as to cause grave alarm. This conference followed a meeting between a delegation of publishers and members of the Dominion Cabinet at which the publishers called the attention of the Government to their difficulties.

These two Ottawa conferences were a sequence of the convening of members of the Canadian Press Association from all over Canada in Toronto on Friday, October 6. On this date separate sessions of members of the Trade and Class Section, the Weekly Section, and the Daily Section were held, all to discuss the paper situation.

The daily men, as was to be expected, were most aggressive, and at their meeting the following resolution was passed:

> That in the opinion of the publishers of the daily newspapers of Canada a condition exists in the matter of production and price of newsprint paper in Canada which is altogether unjustified by commercial conditions; that this condition calls for the fullest investigation on the part of the Dominion Government and to that end a full deputation ask for an interview with the Premier, the Finance Minister and other Cabinet Ministers at the earliest moment possible.

The outcome was that a large delegation proceeded to Ottawa the same evening to wait upon Premier Borden and the Cabinet. The delegation included:

J. G. Elliott, President C.P.A.; W. E. Smallfield, Renfrew; L. H. Dingman, St. Thomas; E. W. McCready, St. John; D. Smith, Fort William; E. Norman Smith, Ottawa; Frank Adams, London; John R. Robinson, Toronto; W. R. Givens, Kingston; A. T. Macdonald, Toronto; Stewart Lyon, Toronto; G. Fred. Pearson, Halifax; W. F. Kerr, Regina; E. Roy Sayles, Port Elgin; A. M. Miller, London; F. J. Burd, Vancouver; P. D. Ross, Ottawa; M. E. Nichols, Montreal; A. M. Nicol, Montreal; W. M. Southam, Ottawa; A. A. Moore, Calgary, and John R. Bone, Toronto.

A very sympathetic hearing was accorded the delegation, its spokesmen pointing out the gravity of the situation and urging the view that Canadian publishers ought to be protected against the condition of affairs which would develop with the beginning of 1917, when, in the case of the great majority of daily publishers, existing contracts would expire, so causing a situation not favorable to publishers in negotiating fresh contracts.

Sir Thomas White, the Minister of Finance, who heard the publishers' representatives, arranged for a joint meeting of paper makers and publishers on the Monday. At this meeting the following representative paper makers were present:

F. H. Anson, Abitibi Mills; J. R. Booth, Jackson Booth and Mr. Erskine, of the Booth Mills; Messrs. Millen and Taylor, the Eddy Mills; A. G. Campbell, the Belgo-Canadian Mills; J. F. Campbell, Canada Paper Co.; T. J. Stevenson, the Riordon Mills; J. A. Bothwell, the Brompton Mills; Mr. Lineham, the Laurentide Mills; and Roy F. Campbell, secretary the Canadian Paper and Pulp Association.

The paper makers said that present conditions and prices were beyond their control, being due to high prices of raw materials, higher manufacturing costs, and to the market as regulated by the laws of supply and demand. They said they were willing to quote a contract price for one year, but the price quoted was about sixty per cent. higher than former contract prices, and was unanimously declared to be out of the question.

The publishers contended that Canadian publishers were entitled to special prices inasmuch as Canada was the chief source of newsprint production; and that the prices as governed by foreign demand ought not to obtain in the case of Canadian publishers. It was pointed out that paper makers in Canada were being granted many favors and concessions in the matter of water rights and in other directions; and that they ought to show favor to Canadian publishers on this account.

Sir Thomas White broadly hinted that unless the publishers and paper makers could come to some agreement as between themselves he would probably take it upon himself to fix prices, and that in so doing he would not be disposed to consider solely the costs of production.

A committee of publishers was named to confer further with paper makers, the members being P. D. Ross, J. F. MacKay, J. E. Atkinson, W. R. Givens, G. Fred. Pearson, John R. Robinson, and W. E. Smallfield. Meetings are at the call of R. W. Breadner, tariff expert in the Department of Finance, Ottawa.

London, Ontario, Paper Consumers to Appeal to Government

THE paper box makers, paper jobbers and big printers of London, Ont., are considering the question of carrying what they allege are extortionate prices charged for paper stock to the Dominion Government.

The *Advertiser* says:

Increases quoted, as well as refusals on the part of manufacturers to facilitate delivery, while at the same time they exported enormous quantities to the United States, showed that the trade is suffering seriously both from price advances, failure of prompt delivery and general attitude of "High Horse" independence.

All lines of stock used for box making, wrapping, books and general printing have advanced enormously, although all the lines are pulp papers made from Canadian forests which were practically given away to the paper makers.

Cardboards for paper boxes have advanced from $40 to $60 a ton and from $80 to $120; wrapping paper has advanced from 100 to 150 per cent.; butchers' fibre has advanced from $2.75 to $7; craft has gone from 4 cents to 9 and 10 cents.

All users of paper are obliged to place orders at the open prices, the market price on the date of shipment being paid.

CHARGING CRATES TOO

One large local buyer stated that at the present time he was being charged the same rate for green wood crates as for the parchments and imitation parchments they contained. This was at the rate of from 10 to 25 cents a pound for green wood.

The Advertiser was informed on the best of authority that one plant in London was not running full time because of the fact that paper could not be secured. If supplies were available the plant would have been employing many more hands and working full and overtime.

TREATED WITH CONTEMPT

"After the war the manufacturer will discover that Russia and Sweden and other countries make paper and they will be willing to give the Canadian users who made them possible and upon whom they will again depend, a square deal," said one of the largest buyers of paper in this city. "At the present time the Canadian trade is being treated with contempt, and we mean to carry the case to the Government."

THE W. F. Long Company, Publishers' Representatives are now handling all the business for the *Telegraph* of Quebec, Canada, in the Eastern States.

NEWS ITEMS—MAINLY PERSONAL

BRITISH COLUMBIA

The third issue of *The Valcartier Reveille* was issued by the Quebec *Telegraph* recently. The number contains interesting and newsy items of doings among the different units in training.

E. C. Sterry, who for the past year has been night operator of the linotype in the Vernon *News* printing office, left on Sept. 16 for the East, and expects to spend the winter in New York State.

The Vernon Typographical Union No. 541 held its customary annual convention in Vernon, B.C. There was a large attendance of printers from all over the valley. Several members of the craft now serving the colors attended, amongst whom was W. H. Youhill, president of Vancouver Union.

ALBERTA

The Red Deer *Advocate* puts the $1.50 rate into effect October 15.

E. Gardner, for nearly two years in the newspaper employ in Saskatoon, has joined the staff of the Winnipeg *Saturday Post*.

With the past three years the subscription rates in Calgary for the Calgary daily papers have been raised from $3 a year to $5 a year.

The following Alberta papers have been charging $1.50 a year for longer or shorter periods: Vegreville *Observer*, $1.50; Daysland *Press*, $1.25; Stettler *Independent*, $1.50; Delburne *Progress*, $1.50; Lacombe *Globe*, $1.50; Hanna *Herald*, $1.50.

J. Burt Malette has taken over the advertising management of the Hudson's Bay Company, Calgary, Alta. Mr. Malette is one of the most successful advertising experts in Canada, and is prominently identified with the committee work of the A.A.C.W.

Frank Whitesides, local member for the riding of Coronation in the Alberta Legislature, editor of the *Coronation Review*, and sergeant in the 178th Battalion; now in training in Calgary, was fatally shot by Thomas E. Holmbolt.

SASKATCHEWAN

Mr. Atkinson, who has been acting editor of the Indian Head *News*, Sask., for three years, has severed his connection with the paper.

Lieut. A. B. Smith, of Kingsville, who was recently reported wounded was a newspaper man before the outbreak of war. He was in Saskatoon, employed on the *Daily Phoenix* of that city, when the 28th overseas battalion was mobilized. Before going West, Lieut. Smith was a reporter on the Toronto *Daily Star* staff.

MANITOBA

Another Western circulation man in the person of Anderson of the *Nor'West Farmer* is holding down his job satisfactorily.

Mr. Edelstein, of the Winnipeg *Grain Growers' Guide* is making good in the Circulation Department of that publication.

Fred Hickman, service and promotion manager of the Winnipeg *Free Press* was married last month to Miss Ethel Gaskell of Vancouver.

A movement is on foot among Western farm publications to eliminate the undesirables from the West who are posing as subscription solicitors.

Charles F. Roland, president and general manager of the Winnipeg *Telegram*, has taken over the duties of Charles A. Abraham, who recently resigned as business manager.

Western Home Monthly is announcing charge in rates from seventeen and a half cents to twenty cents flat, effective with October issue on casual advertising and with January next issue on contract advertising.

The E. H. Heath Company will be the possessors of one of the most up-to-date printing plants in the West next year. Interesting developments are likely to transpire in this direction very shortly.

Motor and Sport, published by the E. H. Heath Company, of Winnipeg, has doubled its circulation in four months. Both the *Canadian Thresherman and Farmer* and *Motor and Sport* have applied for membership in the Audit Bureau of Circulations.

Patrick Manning, the well-known lawyer and confidential advisor to Hon. Robert Rogers, has entered a civil action against Judge Galt on behalf of Knox Magee, editor of the *Saturday Post* of Winnipeg. Edward Beck, managing editor of *Telegram*, Ben Deacon, news editor and Stanley Beck, reporter, in connection with the confinement of these editors in jail on Sept. 23. The amount of damages is not yet stated.

Winnipeg *Saturday Post* announces that commencing with October issue, the size of the *Post* will be altered to 8 col., 12½ ems, 20 inches deep. Through the recent installation of a fast newspaper press, the *Post* will be in every sense a Sunday newspaper, carrying latest news up to press time Saturday evening and on sale Saturday at 8 p.m., with an early country edition covering outside points. A new rate of five cents flat has also just been established.

The *Canadian Thresherman and Farmer*, of Winnipeg, announces a big automobile contest in the September issue. Three 1917 Model Ford Touring Cars are the prizes, one to the lucky winner in each of the prairie provinces, Manitoba, Saskatchewan and Alberta. Contestants are required to estimate the number of kernels in five pounds and seven ounces of No. 1 Northern Wheat. We are advised that their last competition, run on similar lines, was a huge success.

ONTARIO

The editor of the Picton *Gazette* had his auto stolen recently.

The Toronto *Globe* and the Toronto *Star* pay for their exchanges.

The St. Clair District Press Association held a meeting in Forest recently.

The New Liskeard *Speaker* is now installed in new quarters in the McKelvie Block.

Fifty-two Ontario weekly newspapers have increased their subscription price to $1.50 per year.

W. McHugh of the Canadian Press, for some time at London, has been transferred to Toronto.

George Martin, lately of the Kitchener *Telegraph*, is now on the staff of the London *Evening Free Press*.

A small quantity of loose gasoline in the office of the Fort Francis *Times* caught fire, but was quickly extinguished.

Pte. G. Herbert Lash, of *The Mail and Empire* reportorial staff, is officially reported wounded in action.

The Peterborough, *Examiner* has decided not to accept for publication advertisements of intoxicating liquor.

Mayor Jackson, Windsor, will retire from municipal life at the close of his term, and devote his time to a printing business he has purchased.

Daily papers at Chatham are considering the question of rates, and are likely to follow the example of London dailies within the month.

Robert Collier, former proprietor of the Wingham *Advance*, was killed recently in an automobile accident in the West.

J. F. MacKay, of the Toronto *Globe*, states that the *Globe* paper advertising is showing from 25 to 33% increase over last year's records.

Lieut. Harry Devlin is reported as missing since Sept. 9. Before going overseas, Lieut. Devlin was a reporter on the Toronto *Star* staff.

The Kingston *Standard* celebrated its 107th anniversary on Sept. 25. The first edition of the *Gazette*, as it was then called, was published in 1810.

The first bulletin of the London Board of Trade, known as the *Beacon*, is in the hands of the printers and will be ready for distribution shortly.

Elgin county publishers met recently at St. Thomas and decided to increase the subscription rates for weeklies. The dailies are expected to take similar action.

W. A. Pratten, formerly manager of the job printing department of the *Journal Press*, St. Thomas, is now with the Peterborough *Review* in a like capacity.

A. R. Alloway, of Toronto, the assistant manager of the Canadian Press Association, attended the meeting of Elgin county publishers held in St. Thomas.

A new weekly paper, under the management of P. Daley, a well-known newspaper man and printer, is being published in Kingston. It is called the *Weekly Bulletin*.

The three Owen Sound newspapers advanced their subscription rates to $1.50, in accordance with the movement throughout that section of the province.

Pte. Elmore Sheppard, 3rd Divisional Signalling Company, Engineers, has won the military medal. Before enlisting, Pte.

Sheppard was a bookkeeper with *The Monetary Times*.

The Markdale *Standard* has entered upon its thirty-seventh year under the present proprietorship, the first issue of which was published on Sept. 17th, 1880.

The Fort Frances *Times* have engaged an advertising expert, Thomas Lumsden, who will wait on all advertisers and advise them as to giving publicity to their wares.

Lieut. Bert Perry, formerly sporting editro of the London *Advertiser*, has resigned his commission with the 180th Sportsmen's Battalion in order to go overseas at once with a draft of officers.

Charles A. Styles, formerly editor of the Morrisburg *Herald* and the *Leader*, has again entered the newspaper business, and last week issued a new paper in Prescott, called the Prescott *Tribune*.

Lieut. Allan McGiffin has been wounded and is now in hosptal at Lemport. Lieut. McGiffiin, who is well known in Toronto as a newspaper man, was a member of *The Star* staff some time before enlisting.

Louis M. Singer has entered action against H. Winberg, to recover unstated damages for alleged libel which it is said appeared in the Toronto *Daily Hebrew Journal* on August 15, 16, and 17.

Lieut. James H. Gourlay, of Woburn, who is going overseas shortly with a draft of officers, was at one time an office boy with the Toronto *Star*. He resigned his position with the Winnipeg *Free Press* to enlist.

On the 14th September, C. W. Rutledge, Markdale, completed 36 years as publisher of the *Standard*, and on the 1st July last, entered upon the new subscription rate of $1.50, being the first in Grey County to take the step.

It is rumored that the Little Current *Expositor* has been sold, and that Rev. J. F. Snowden, who has been editor and proprietor for the last ten years, is about to purchase another paper in the lower part of the province.

Pte. E. Ferguson, formerly of the Toronto *Daily News'* staff, who joined the 74th Battalion and has been in the heavy fighting which has taken a heavy toll, is reported wounded.

J. F. Snowden, of the Manitoulin *Expositor*, has sold that paper to Wm. Moore, and has purchased the Seaforth *News* from R. D. Croft. Mr. Croft is spending several weeks' holidays motoring through Western Ontario before locating elsewhere.

The *Expositor* and *Courier*, the two local dailies, Brantford, announced that on October 1 their annual subscription rates would be raised from $3 to $4, an increase in the cost of production being given as the reason for the advance.

W. R. Ralph, who for the past seven years has been associated with The Acton Publishing Co., Toronto, as advertising designer, was the recipient of a set of pipes from the office staff of the company, prior to leaving to take another position.

The north wall of the *Herald* office, Hamilton, is elaborately decorated with relics of various tribes of Indians and savages collected from all parts of the country by "Kit." The collection was secured at the recent sale of her belongings in Hamilton.

Capt. H. A. Springle, a former Montreal newspaper man, belongs to the 241st Canadian Scottish Borderers Battalion, the Western Ontario Higland battalion being recruited at Windsor for overseas service. Capt. Springle is a former member of the editorial staff of the Montreal *Gazette*.

Capt. Gordon Butler has resigned his position as sporting editor of the London *Advertiser* and has accepted the position of paymaster in the 216th Battalion. Capt. Butler served for some time in Europe as a private.

The publishers of Elgin county held a meeting recently, to consider the question of advancing the rates of subscription, conditions having made some change imperative. The matter was discussed from its many sides, but no decision was reached.

The Toronto *Daily News* has secured the exclusive rights to publication in Toronto of "The Katzies" and "Dolly Dimples." These will appear in the *Daily News* every Saturday.

Don. A. Tuck, formerly with the service department of Norris-Patterson, Limited, and editor of *Economic Advertising*, and well known in local advertising circles, was recently appointed private secretary to General Alderson, Inspector-in-Chief of the Canadian Forces in England.



SGT. R. A. GILES
Of the 148th Battalion, and who before his enlistment was associated with his father in the publication of the Lachute (Que.) *Watchman*.

Among the names of lieutenants who have qualified themselves and been confirmed in their rank appears the name of C. F. Hamlyn, 30th Regt. Lieut. Hamlyn was formerly city editor of the Woodstock *Sentinel Review* and is attached to the 168th Overseas Battalion.

Herbert S. Houston, of New York City, one of the foremost authorities on municipal advertising in America, addressed the Toronto Advertising Club on how the Associated Advertising Clubs of the World are trying to make better business men and what an important part Toronto has in crystallizing the movement.

The Toronto (Ont.) Press Club has been organized with the following officers: President, George H. K. Mitford, Toronto *World*; Vice-president, J. L. Milligan, *Globe;* Secretary, Hew Trill, *World;* Treasurer, William Logan, *News*; Auditors, Louis F. Keemle, *Star;* William Wallis, *Mail and Empire*, and John Pritchard, *Globe*. These will hold office until the annual meeting in January.

Lieut. Gregory Clark, now at Shorncliffe, who went overseas from the 170th Battalion at Camp Borden, with a recent draft of officers, and Lieut. Joseph W. G. Clark, now with the 75th Battalion at the front, were members of the Toronto *Star* reportorial staff, and are sons of Joseph T. Clark, editor of the Toronto *Star*.

Spontaneous combustion is assigned as the cause of a fire which originated in a pile of papers in the third storey of the building occupied by E. H. Harcourt & Co., photographers and publishers, Toronto, Sept. 18, and caused $6,500 damage. The building suffered to the extent of $1,500 and the stock $5,000.

John McDonald, Chatsworth, died September 24. Mr. McDonald was a contributor to the press for many years. For a period of twenty years, before and after coming to this village, he wrote for the editorial page of the Owen Sound *Advertiser* and during his residence here he contributed various articles to the Chatsworth *News*.

The annual competition for the R. L. Patterson Bowling Trophy for the rinks of the Toronto newspapers took place last month on the lawn of the donor, at Todmorden. The winning rink was composed of Messrs. Geo. H. Orr (skip), Hugh Munro, M. Rawlinson and Patterson, jr., of the Toronto *News*.

An action was begun in the County Court last month by the Hunter-Rose Publishing Company against Morang & Co., publishers, both of Toronto. The plaintiff is suing for work done on certain bindings, but the Morang Company declare that the work was done without authority, and also that sets of books placed with the plaintiff for binding have not been accounted for.

The London Advertiser Printing Co. and the London Free Press Printing Company announce a change in subscription rates to take effect October 1. Morning, noon, or evening editions by mail are to be $3 a year. Formerly the *Advertiser* morning edition was $2 a year, as was the noon and evening editions of the *Free Press*. The increase is a result of the jump in the cost of materials, particularly paper.

Another Ontario daily has announced an increase in its subscription price. The Galt *Reporter*, on October 2, advanced its rate from $2 to $3 to outside subscribers; to forty cents a month for city delivery, and to two cents a copy for street sales. A similar move is anticipated by papers in St. Thomas, Guelph and Woodstock, where the proposal is at present receiving favorable consideration. In all these cities a ten-cents-a-week rate for city delivery is a probability

Miss Ethel D. Dunlop, of Toronto, has been appointed Assistant to the Manager of *Woman's Century*, the official journal of the National Council of Women, of Canada, and affiliated organizations. This publication has been taken over by the *York Press*, Toronto, its original publishers, McIvor Bros., Toronto, finding it impossible to continue its publication, owing to one brother's enlistment, and the other's connection with other interests.

Advertising conditions at London are unusually buoyant. A test of business optimism resulted satisfactorily recently when the London *Advertiser* and London *Free Press* undertook to make their Western Fair advertising bigger and better than ever. On the Saturday preceding Western Fair week, *the Advertiser* printed 24 pages and the *Free Press* 20. The former carried a 12-page supplement devoted to London's big exhibition. *The Free Press* had several well-designed Western Fair pages. During fair week, *The Free Press* averaged 16 pages, most of the ads. being those of local firms. Similar conditions prevailed with the *Advertiser*.

The Listowel *Banner* has raised its rate of subscription to $1.50 a year and installed a $2,800 press.

On Dec. 1, the price of rural weeklies in Lambton and Middlesex will be increased from $1.00 to $1.50 a year.

L. H. Chapin, postmaster of Hudson, Ohio, was in St. Thomas last month. Mr. Chapin before receiving his appointment was publisher of the Hudson *Independent*.

Lieut. Conn Smythe, Toronto, has been slightly wounded, but remains on duty, according to word received by his father, Mr. Albert Smythe of the Toronto *World*.

Lieut. Henry Lyman Devlin, has been missing since September 9. Lieut. Henry Devlin is a St. Andrew's College graduate and an undergraduate of Toronto University. Before taking out a commission he was a member of the Toronto *Daily Star* staff for about three years, at intervals between terms at the University.

Lieut. William T. Willison, son of Sir John Willison of the Toronto *News*, was killed in action on Sept. 15. Prior to enlisting Lieut. Willison was Legislative reporter in Queen's Park for the Toronto *News*. In addition to his work in Toronto, Lieut. Willison had been connected with the Montreal *Witness* as sporting editor, the Regina *Province* and Fort William *Herald*.

One and one-half million pounds of newspaper from Canadian mills were passed through the tunnel of the Grand Trunk railway at Sarnia one day recently. This is the largest shipment from Canada to Chicago ever recorded by the American customs officers in one day, and consisted of 31 carloads of the material, which is valued at about $37,500. There is no duty on print paper entering the States. The average daily consignment which passed through this port is about 500,000 lbs. The largest previous shipment made consisted of 500,000 pounds.

At a meeting of the publishers of the Haldimand county weekly newspapers to discuss the situation by the sharp rise in price of labor and all materials used in the publishing business, all the publishers being present except one, they approved unanimously of a resolution deciding to place the subscription price of their papers at $1.50 per year, dating from December 1, for renewals. The papers represented were the Hagersville *News*, Jarvis *Record*, Caledonia *Sachem*, Cayuga *Advocate*, Dunnville *Gazette*, and Dunnville *Chronicle*.

The late Lieut. Hal. R. Gordon, formerly on the reportorial staff of the Toronto *Daily Star*, and who lost his life at the front in June, numbered amongst his acquaintances Mrs. N. F. McCormick, whom he had met on a visit with his father to Chicago. Mrs. McCormick, who is an old lady over 80 years of age, was so impressed with Hal that when she heard of his death she not only expressed her deep sympathy, but a desire to make a contribution which could be used as a memorial for her young friend. As Hal had been closely associated with the work of the Baraca Club, of Toronto, it was suggested by his parents that some improvement in the equipment of the club would meet Mrs. McCormick's views, and at the same time appropriately commemorate the interest of a young man whose life was unusually unselfish and self-sacrificing. As a result, the Baraca Club now boasts new bowling alleys which have been erected at a cost of more than $1,100, furnished by Mrs. McCormick.

QUEBEC

The Montreal *Standard* has a circulation in excess of 73,000.

Mr. Werry, who was for many years city editor of the Montreal *Witness*, has joined the staff of the Quebec *Telegraph*.

Linotype machines have been installed in the offices of the Sherbrooke *Tribune* and the Richmond *Times-Guardian* and the next to fall into line with the modern equipment is the St. Johns *News*.

E. G. Smith, Manager of the *Quebec Telegraph*, has recently returned from New York, Philadelphia, etc., and reports picking up some very satisfactory business. There is a disposition on the part of some of the large American Agencies and advertisers to regard Canada as being in the throes of poor industrial activity, and on that account to pass it up. What is required is more promotion work from Canadian publishers.

The destruction of the central span of the Quebec Bridge, while it will cause a delay in the completion of the bridge, does not in any way affect the optimistic anticipation of Quebec business men. Already, it is understood, orders have been placed for new steel, and the erection of another span will necessarily mean a considerable spending of money in the local trading territory.

Major John Lewis, of the Montreal *Star*, is now at the front. Lieut. Jas. Hanratty, formerly of the Montreal *News*, has arrived in England, and has gone to Shorncliffe. Lieut. W. K. Clarke, of the Montreal *Gazette*, is at Shorncliffe, and Capt. J. E. Smith, of the Sherbrooke *Record*, has been on a visit to London. Major John Bassett, of the Montreal *Gazette*, is in London. More than fifty journalists are at the front.

MARITIME PROVINCES

Printing and binding in Halifax keeps fair.

The Antigonish *Casket*, Antigonish, is installing a Linotype machine.

The wife of J. T. Sheriff, Halifax representative of the E. B. Eddy Co., is dead.

Printing and binding trade in Halifax is fair, nothing new at all of interest to write about.

Ernest Goss, formerly of Prince Rupert, B.C., has joined the writing staff of the St. John *Globe*.

Senator Dennis, publisher of the Halifax *Herald and Mail*, who was in England about four months, has returned home.

An unusual number of outside printers in Halifax attended the Provincial Exhibition.

Fred Macdonald, formerly a reporter on the Sydney *Record*, is now serving with the 25th Battery somewhere in France.

The St. John *Standard* now claim twenty-two members or former members of their staff among His Majesty's overseas forces.

A project is afoot to start a weekly newspaper in Bathurst, in connection with which a job printing business would probably be run.

The Chronicle Publishing Co., Halifax, are installing a new Hoe press, capacity of thirty thousand impressions an hour, thirty-two pages.

Frank Sears, representative of the Toronto Type Foundry, has been through the Maritime Provinces, and reports business good.

William Atherton, head of the mailing room staff of the St. John *Standard*, has enlisted in No. 9 Siege Battery for overseas service.

Arthur Smith, a former member of the St. John *Standard's* reporting staff, has joined the writing staff of the *Moncton Transcript*.

Pte. Clark Grant, Sackville, N.B., and a former *Tribune* man, is in the General Hospital, Nottingham, England. He expects to get home for Christmas.

Alfred Murray an assistant in the press room of the Sydney *Record*, has joined the 36th Field Battery for overseas service. He is in training at Sydney.

H. D. MacNeill, managing editor of the Glace Bay *Gazette*, was in Halifax last month. He went to attend the good roads meeting and to do the Exhibition.

J. C. Bourinot, of the Hawkesbury *Bulletin;* Mr. McLeod, editor of the *Maritime Farmer*, Sussex, N.B., and Mr. Lawson, of the Berwick *Herald*, attended the Halifax Exhibition.

David Brown, of the J. L. Morrison Co., Toronto, visited Nova Scotia last month, and was very favorably impressed with the province, particularly Halifax, it being his first visit to this province.

W. E. Sharp, representative of the Canada Printing Ink Co., of Toronto, was in Halifax last month on his twenty-fifth business trip.

The third generation of an old newspaper family was represented on the staff of the St. John *Globe*, this summer, when the son of the editor, Frank B. Ellis, and grandson of the founder, the late Senator Ellis, joined the reporting staff.

The Charlottetown *Guardian* has just concluded a contest, in which it awarded a player piano and $100 in cash as grand prize and a horse and buggy as second prize. Other minor rewards and ten per cent. to non-winners were also distributed.

Louis H. Cortright, formerly advertising manager of St. John *Telegraph and Times*, also the *Sun* and the *Star*, and latterly advertising manager for the department store of Manchester Robertson Allison, Ltd., St. John, has been appointed manager of the service department of the Birmingham (Ala.) *News*.

The wedding of Frederick Francis Sully, B.A., a member of the writing staff of the St. John *Telegraph*, to Miss Elizabeth Emmaline McGarrigle, daughter of Richard McGarrigle, took place on September 13 in the Church of the Immaculate Conception, Calais, Me. Mr. Sully has only recently become a member of the *Telegraph* staff, having come to St. John from Bangor, where he was employed on the *Commercial*.

Harold and J. J. Anslow, stated in our last issue to be with the Windsor *Tribune*, have no connection with this newspaper. PRINTER AND PUBLISHER regrets the inaccuracy. J. J. Anslow was formerly editor and manager for 36 years, of the Hants *Journal*, and has a newspaper career extending over a period of almost sixty years. He is familiarly known throughout the newspaper world of the Maritime Provinces as "J. J. A." His son, H. S. Anslow, is the present editor and proprietor of the Hants *Journal*.

Captain J. Douglas Black, city editor of the Fredericton *Gleaner*, who has been appointed Quartermaster of the 236th Kiltie Battalion, which is commanded by Lieut.-Col. P. A. Guthrie, M.L.A., a close personal friend of his, is in St. John, at the Ordnance Stores Department, taking a course to fit himself for his new duties. Captain Black is one of the best known newspaper men in the Maritime Provinces, and is a recognized authority on sporting matters. He will be missed from the ranks of the newspaper men, but he has made up his mind that the time has come for him to "do his bit."

With summer at an end, the newspapers of St. John have settled down to the winter routine. The evening papers, which have published at noon on Saturdays since the middle of May, have resumed the usual hour

of publication since the second Saturday in September. Owing to the large number of citizens going out of the city on Saturday afternoons the early issue has been found a great advantage to the readers as well as to the staffs. During the summer months St. John observed "daylight saving" time, by setting the clocks ahead an hour, and the newspapers fell in line, as a matter of fact, being the chief promoters of the adoption of the change. Some difficulty was experienced owing to the fact that it was impossible to secure quite as good a news service, with the rest of the Dominion observing the usual time, but there was little objection raised to this. The papers and the citizens appreciated the extra hour of daylight and there is no doubt but that the plan will be adopted next year. If it is made universal throughout Canada, the last difficulty will be removed. Owing to the fact that all the trains were not changed to suit St. John, only the suburbans running on daylight time, it was impossible to get the morning papers out in time to meet the incoming suburban trains. One of the papers met this trouble by sending an automobile out along the line, dropping off bundles of papers, with agents at each station, and finally meeting the incoming local train and handing a bundle to the news agent.

NEWFOUNDLAND

The *Colonial Commerce*, first issued as a quarterly, has now established itself as a monthly. It is an interesting publication, dealing with the trade and commerce of the Colony, and is published from the office of the *Trade Review*, at St. John's.

The *Church Record*, a small monthly publication, belonging to the St. Thomas Parish, St. John's, announces in its September number that it is about to increase its size. It will likely assume magazine form, and may open its columns to advertisers.

Among the visitors to Newfoundland the past month was C. C. Avard, editor and proprietor of the Sackville *Tribune*, and editor of the *Busy East of Canada*, a bright and breezy publication well-known throughout Eastern Canada and the New England States. Mr. Avard spent several days at St. John's, and also visited the iron mines of Bell Island, from which the big steel works at Sydney are fed.

The past month may well be called vacation week among the newspaper men of Newfoundland, particularly the dailies. The editors as well as many other members of the Fourth Estate have taken advantage of the good weather, and excellent trout and salmon fishing afforded by the many streams of the east and west coasts, and some of them have replenished their stock of fish stories.

The printing business in Newfoundland continues fairly brisk. So far the daily newspapers have not found it necessary to consider seriously a proposition to reduce the size of their publications, and in one instance, the publisher is now in Canada for the purpose of securing a larger press, whereby he may increase the number of pages of his publication. This is a healthy sign, particularly at this time when publishers of other countries are reducing the size of their publications.

General

The October issue of *Harper's Bazaar*, founded in 1866 upon the insistence of Fletcher Harper against the judgment of his three brothers, marks the noted magazine's fiftieth birthday and confirms the wisdom of Fletcher Harper.

The Canadian Government floated the new Canadian war loan by preliminary advertising in practically every paper and periodical in Canada. This copy was placed direct by "the King's printer," but the copy advertising the details of the loan was handled by J. J. Gibbons, Ltd.

Captain J. W. Niesigh, vice-president for Australia in the Press Congress of the World, has returned to Sydney, N.S.W., after a trip through the United States and Canada, in the interests of the congress, which will be held in Sydney in 1918.

A free course in proofreading, copy-editing and typography will be given at the Stuyvesant Evening Trade School, New York. Men and women engaged in the printing, publishing and allied trades and professions are eligible. The class is to be conducted by Arnold Levitas.

H. W. Massingham, editor of *The Nation*, the British Radical weekly, and perhaps the most aggressive and logical of British Radicals, says: "*The Times* is the most active supporter of the war: but its support is intelligent, and it speaks as the mouthpiece of the country's intelligence as well as of its force."

The British Government has commandeered the greater portion of the Grand Trunk Building, London, England. The Grand Trunk will probably retain the ground floor. The Toronto *Globe*, Montreal *Star*, Canadian Townsites, and other companies sharing the building, will be dispossessed. It is understood the building is required for a department concerned with the manufacture of the new "tank" armored cars.

The Associated Newspapers, Ltd., of London, Eng. (The Harmsworth group of newspapers), are the successful tenderers for the exclusive privilege of making and selling enlargements of official photographs taken on the Western front and passed by the Press Bureau for publication. The accepted terms are a payment of 50 per cent. of the profits derived from the sale of pictures from September 1, 1916, to August 31, 1917, both inclusive, with the guarantee of a minimum payment of £1,000.

After a prolonged stay in Canada and the United States, W. G. Conley, general manager of the Sydney (N.S.W.) *Morning Herald* and president of the Australia Press Association, is leaving for home. He will sail from Vancouver on October 23 and in the meantime will spend his time visiting Montreal, the Laurentide Paper Company's mills, Ottawa, Toronto, Winnipeg, Portland and Vancouver. Mr. Conley is accompanied by Mrs. Conley, who recently made the trip from Australia and met her husband in New York.

The French Government has decided to credential permanently two American correspondents at the French front. The United Press and Associated Press, hereafter, will each have a man at French headquarters. Under this arrangement, Henry Wood, who has been temporarily in charge of the Paris bureau of the United Press, has gone to the French front. William Philip Simms, Paris manager for the United Press, who recently spent several months in Petrograd and visited the Russian front, has returned to Paris and assumed charge of the bureau.

The newsprint situation has become so acute, particularly as regards conditions likely to prevail this fall, that the American Newspaper Publishers' Association has appealed to the papers to make a concerted effort to reduce their consumption of paper. This they can do it is argued, by studying the niceties of economy of operation. During the first five months of 1916, the United States and Canadian newsprint mills produced 800,000 tons of newsprint, an increase of 13 per cent. over the same months of 1915. This was at the rate of 1,900,000 tons a year, or 150,000 tons above 1915 deliveries. But this increased output, an increase fully double that of a normal year, has not fully supplied the demand. The mills have been unable to accumulate paper for the fall demand, and especially the demand which always comes in a presidential year. Usually the mills begin the latter part of May to pile up surplus stock of paper for the fall and winter demand. This lack of accumulation is what the official association of publishers fears will lead to trouble next winter.

The Dead

John Adair, secretary of the Gazette Printing Co., Montreal, died recently in Montreal, following an operation. Born forty-eight years ago in Scotland, he was a member of the business staff of the Montreal *Gazette* for the last twenty-five years, seven of which were spent in filling the office of secretary. His funeral, which was largely attended by members of all departments of the *Gazette* staff, took place last week.

WORLD'S SALESMANSHIP CONGRESS EXECUTIVE COMMITTEE.

The following have been appointed members of the executive committee for the World's Salesmanship Congress:

N. A. Hawkins, general sales manager, Ford Motor Company, Detroit; Bartley J. Boyle, president, Keystone Publishing Co., Philadelphia, Pa., D. M. Barrett, editor of *Salesmanship*, Detroit; Harry W. Ford, president, Saxon Motor Company, Detroit; Edward Hines, persident, Edward Hines Lumber Company, Chicago; H. M. Jewett, president, Paige-Detroit Company, Detroit; Sir Thomas Lipton, London, England, Joseph Mack, vice-president, Detroit Board of Commerce, Detroit; M. J. Murphy, president, Murphy Chair Company, Detroit; Bentley P. Neff, secretary and sales manager, F. A. Patrick & Co., Detroit, and Edward A. Woods, president, National Association of Life Underwriters, Pittsburgh.

The addresses complete, delivered at the first Congress held in Detroit in July last, were published in *Salesmanship* which magazine has been taken over by the World's Salesmanship Congress from its former ownership and will henceforth be the official organ of the Congress, and will be issued monthly as formerly.

JAPANESE NEWSPAPERS

The total number of newspapers published in Japan proper in 1913 was 365, their aggregate daily circulation being about 4,310,000. To-day there must be some increase in the number. Of the above Tokyo boasts of owning 32, Osaka 13, and the provinces 320. Out of 32 Tokyo papers, 15 possess among them 54 rotary presses, their total daily circulation running up to about 1,600,000. The corresponding figures for Osaka are 6, 25, and 766,000, and for the provinces 57, 74, and 969,000. These dailies sell for one sen, or a quarter of a penny, a copy, with the solitary exception of the "Jiji," which maintains the price of $2\frac{1}{2}$ sen a copy. The country also possesses hundreds of periodicals of monthly and more frequent publication. Monthlies enjoy considerable influence, far more so than weeklies, while their educational value is not small.

PRINTERDOM

Printing supply house travelers report the printing business as brisk in Ontario cities and towns.

The Anglo-Canadian Foundry, Toronto, advertises big bargains in type and second-hand machinery.

The International Electrotypers' Association held its annual convention at Cleveland, Sept. 25 and 26.

The American Type Founders Building in Jersey City was badly damaged by the ammunition explosion at Black Town, N.J.

It is reported that the increase in the price of news print stock will cost a Toronto evening paper $85,000 on its new contract.

Miller & Richard, Toronto and Winnipeg, report a good demand for the Intertype. Operators say it is easy to operate and is fool-proof.

The Canada Paper Company states that it is in the unique position of being able to make practically any grade or shade of colored paper.

Five acres of land at Berkeley, Calif., have been purchased upon which to erect an aniline dye plant. Colors for printing inks will be its chief product.

The Miller Saw Co. demonstrated at their "Show Me" show at Springfield last month how a line engraving can be changed from black-and-white to a three-color plate with a Miller saw-trimmer without the use of sketches, camera or engraver's tools.

Toronto job printers report a slight falling off in demand for the printed product since the Exhibition. However, some concerns are making extensive preparations for big work in the near future.

Charles Bush, Limited, whose factory in Toronto was damaged by fire, are reconstructing the building and adding double the floor space. With the addition of new plant, their output will be doubled. The works will be in operation again in a week or so.

C. H. Creighton, of Stephenson, Blake & Co., Toronto, enjoyed a well-earned vacation of two weeks in September. Mr. Creighton is showing a new series of pretty type known as Chippendale. A written or 'phoned request will bring you the Chippendale booklet. It's worth while.

A Toronto publishing house which uses a large quantity of super-calendared paper, has to hand over to the paper mills $40,000 on this one grade on its next contracts. This concern also uses news, coated and cover stocks, the increase on which will not be far short of the amount mentioned above.

The typesetting machine representatives are doing a big business in Canada. The acute labor situation has forced those who have employed slow makes to invest in the modern machine, and those at small town points who were setting their papers and job work by hand are now using typesetting machines.

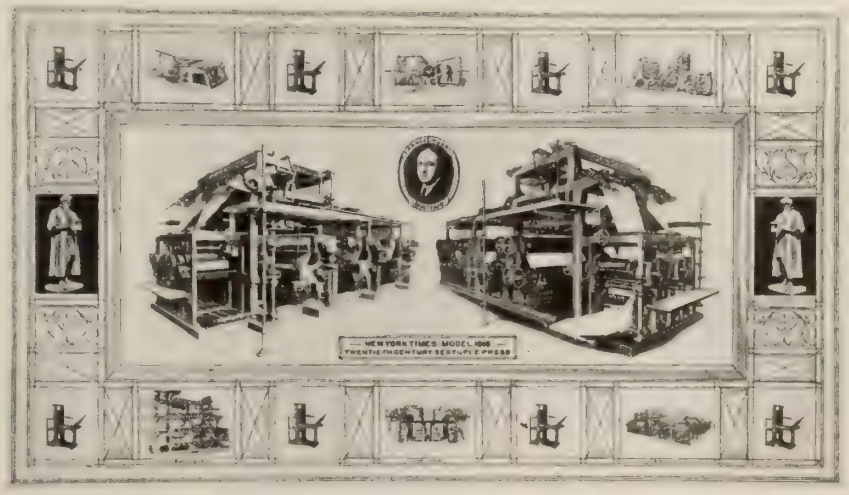
The Canadian Forestry Association has issued latterly many interesting and informative bulletins, for publishers' use, relating to forest fires and forest preservation. The Association is fortunate in having an experienced journalist as its secretary, Robson Black. Mr. Black endows his writings with color and enthusiasm.

The printing ink situation is showing signs of improvement. The ink makers paid very high for their color stocks after the war, and in many cases were not able to get dyes at all. Chemists have succeeded in making fair substitutes for the European dyes. It is not expected that these dyes will be made as cheaply as are those from over the ocean. Labor is paid more in America, and the industry is a new one. A little patience with Canadian and American ink makers will be rewarded with as good an article in color in a year or so, as was formerly the case with imported colors.

The Lanston Monotype Machine Co., of Philadelphia, are desirous of establishing a school in Toronto. With that end in view, a letter was sent to Toronto Typographical Union, asking the co-operation of that body. A committee was appointed to deal with the question, and have enthusiastically gone to work. Apprentices during the last six months of apprenticeship and journeymen will be given every opportunity to learn both the keyboard and casting machine mechanism. The Lanston Company show commendable foresight in enlisting and urging upon skilled compositors the desirability of becoming skilled operators. The company has co-operated in cities in the United States with profit to the compositor, the employer and the monotype. The Toronto branch of this company is in the Lumsden Building.

LATE LINOTYPE INSTALLATIONS

Fort Frances *Standard*	Model	15
Brockville *Times*	"	14
Sarnia *Canadian*	Model	5
Montreal *Librairie Beauchemin*, one Model 14 and two	"	17
Kingston *Standard*	"	14
Ottawa, Geo. Beauregard & Co.	"	18
Owen Sound *Sun*	"	19
Hamilton *Spectator*	"	14
Toronto *Globe*	"	14
Hamilton, Davis Printing Co.	"	18
Kingston *British Whig*	"	8
Sherbrooke *Record*	"	14
Hamilton *Herald*	"	14
Montreal *La Presse* two more Model 9 four deckers, making eight Model 9 Linotype machines, the largest battery in Canada or the United States, except the Washington Printing Bureau.		
Ottawa *Free Press*	Model	8
New Glasgow (N.S.) Scotia Printers	"	8
Kitchener (Ont.) *Telegraph*	"	5
Montreal *Le Canada*	"	14
Ottawa *Le Droit*	"	19
Winnipeg, T. Eaton Co.	"	9
Renfrew *Mercury*	"	19
Montreal, Goodson Bros.	"	5
Tweed *News*	"	5
Smiths' Falls *News*	"	5
Toronto *Saturday Night*, two	"	5
Toronto, Wilson Pub. Co.	"	14
Halifax, Weeks Printing Co.	"	19
Windsor (Ont.) *Record*	"	5
Halifax, Phillips Printing Co.	"	5
Seaforth *Expositor*	"	5
Toronto *Hebrew Journal*, Job Department	"	5
Toronto *Workers World*	"	5
St. John's (Nfld) *Herald*	"	19
Englehart *Courier*	"	15
Port Hope *Guide*	"	19
Antigonish (N.S.) *Casket*	"	18
Montreal, Capuano & Pasquale Co.		5
Thornbury *Review-Herald*	"	1



R. Hoe & Co., played a part in the recent celebration of the twentieth anniversary of Adolph S. Ochs as publisher of the New York Times. In the Album which the Times staff presented to Mr. Ochs is a composite picture contributed by the Hoe Company showing every type of press that the paper has used since its foundation, from the earliest flat-bed machine of 1851 to the new "Twentieth Century Model" sextuple presses which the company is now installing for the Times.

MONSTER METAL POT

The Canada Metal Co., of Toronto, recently installed the monster melting pot illustrated herewith.

The pot represents a wonderful instance of the progress made during the last few years in the manufacture of type metals and other alloys where a uniform mixture is required.

The capacity of this monster is 35 tons, and is said to be the largest of its kind in the British Empire. When it was first installed one of the workmen christened it "Little Billie," but whether it was in honor of the President, W. G. Harris, Senior, or his grandson, who is a general favorite among the workmen upon his occasional visits to the factory, is not stated.

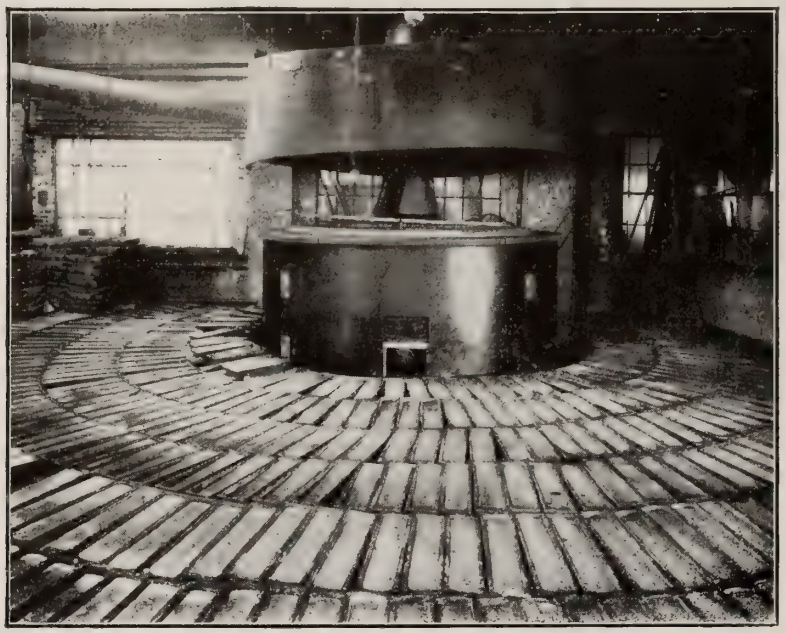


Illustration of the largest melting pot for type metals in the British Empire. (See note accompanying.

Thirty-five tons of Molten Metal boiling and bubbling is an impressive sight and one long to be remembered. The process of manufacture is both interesting and educational and leaves a lasting impression.

In the well-equipped laboratory of The Canada Metal Co., the tin, antimony, lead, etc., are analyzed by a Metallurgical Chemist to ensure nothing but the purest of raw materials being used. The Ingot Metals are then taken to the large pot to be melted and during the melting process many laboratory tests are made to ensure that the mixture is perfectly alloyed. It is absolutely necessary to get the correct percentage of each metal if the resultant metal is to give the highest point of efficiency.

Even after the mixture is melted and passed as being a satisfactory alloy and the Type Metal poured, it is put to severe tests and unless these tests are passed as O.K., the metal is rejected.

One day the pot may be used for Linotype Metal, another for Stereotype, Combination Metal, Monotype, Monoline or Electrotype Metal.

No detail is overlooked, and one excellent feature is that in making 35 tons of Type Metal in one melting there is an absolute assurance that the whole 35 tons will be of one uniform quality and to those who use large quantities it is unnecessary to point out what this means in establishing confidence.

Contrast this to the old slip shod method which passed muster years ago of making small mixtures hap-hazard and see what an advantage the present-day users of Type Metals have of getting efficiency.

This monster pot is also interesting from the point of view that it is used in melting the alloy for shrapnel bullets and here again the benefit arises of having such a huge capacity of melting and testing, for without a doubt the alloy must be perfect to pass the strict Government tests.

KEYSTONE APPOINTMENT

Keystone Type Foundry of Pennsylvania, announces the appointment of Mr. Harry Rowley, as its general manager.

INTERTYPE PARTS AND SUPPLIES

Miller & Richard, Toronto, carry in their warerooms at Toronto, an Intertype multiple model for demonstration purposes; also a stock of such supply parts and supplies as may be required in emergencies and for maintenance purposes. It is also probable that an Intertype will be carried for demonstration purposes at their warerooms in Winnipeg.

HOWARD SMITH PAPER MILLS PICNIC

On September 3, the Directors of the Howard Smith Paper Mills Limited entertained their employees and families to a delightful day's sailing over Lake St. Louis, the Soulange Canal and the beautiful Lake St. Francis to Stanley Island. Dinner was served at the Algonquin Hotel. The President, C. Howard Smith addressed the gathering of over two hundred.

The Howard Smith Paper Mills Limited, are showing great consideration for the welfare of their employees. Recently the working hours of the mill were changed to three shifts of eight hours each for machine hands, and nine hours per day in place of ten for other departments. The feeling of good fellowship which prevails throughout the entire organization plays no small part in the secret of this firm's success in the past few years.

NEWSPRINT IN THE WEST

Hon. J. D. Reid came to the rescue of Western newspaper publishers. The rise in the price of sulphite in the United States from $40 to $65 per ton was followed by the customs officials levying duty on importation to Canada on the current price. This would mean an increase in the cost of newsprint to the Western publishers of about $12 per ton. Most of the Western newsprint supply is drawn from Fort Frances. As soon as Dr. Reid's attention was drawn to this he at once instructed his officials to collect the duty at Fort Frances on the old valuation and thus prevent any advance in newsprint to Western publishers.

NEWSPRINT FAMINE — NEWSPAPERS REDUCE SIZE

As a result of a series of meetings of the newspaper publishers of Philadelphia, called to consider the serious situation confronting them, caused by what are practically famine conditions in the newsprint paper market, the following agreement was unanimously reached:

All morning, evening and Sunday newspapers will immediately reduce the size of their issues to the extent of a total in excess of 80 pages weekly. That, beginning September 1, the accepting from wholesale purchasers of unsold copies of all morning, evening and Sunday newspapers will be discontinued. Heretofore, this privilege has been granted to newsboys, news agents, news stands and carriers.

At this meeting of publishers, facts and figures were submitted, showing that the mills have been unable to supply the enormous increased demand for white paper. So serious has the situation become that it was pointed out that unless drastic reduction of consumption was enforced, some newspapers throughout the country would be confronted with possible suspension of publication.

GREAT FOREST FIRES OF HISTORY

The Northern Ontario forest fire of July 29th last takes rank as the third most serious fire catastrophe in the history of this continent. The Hinckley fire in Minnesota, 1894, was responsible for 418 lives and the burning of over 160,000 acres. The famous Peshtigo fire in Wisconsin, 1871, killed 1,500 and devastated 1,200,000 acres of timber. In 1825 occurred the Mirimichi fire of New Brunswick and Maine, with a loss of 160 lives, six towns, 1,000 head of cattle and damage of 3,000,000 acres of forest. The Clay Belt fire in Ontario, with 262 lives lost and 800,000 acres fire-swept takes its place with the great disasters of history. The Porcupine fire in 1911 killed 84 persons.

It is noteworthy that Wisconsin, Minnesota, Maine and New Brunswick have taken comprehensive measures to prevent further disasters by organizing their forest patrol systems on modern lines, building trails, lookout towers, telephones, etc., as well as carefully supervising settlers' clearing fires, one of the worst sources of danger. Ontario, which has given the continent its two most recent fire catastrophes, has made no such move to modernize her forest guarding system.

PAPER CONSUMPTION IN TORONTO

The Toronto *Globe* says that Toronto uses more paper in one day than the rest of Canada does in one week; and gives data to support its declaration.

RESIGNATION OF WILFRED BANCROFT FROM THE MONOTYPE COMPANY

The Lanston Monotype Machine Co. announces that Mr. Wilfred Bancroft, who has been sales manager for a number of years, has tendered his resignation, and that it has been regretfully accepted. Mr. Bancroft has not announced his plans.



Tinned Stitching Wire

High-Grade Quality

MADE IN CANADA

BY

THE STEEL COMPANY OF CANADA
HAMILTON **LIMITED**

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

CHIPPENDALE

A new series of type which should appeal to all modern printers on account of its artistic qualities and adaptability for tasty work, both booklet and display. Made in 6 pt. to 72 point sizes. Send for the booklet displaying CHIPPENDALE, it will interest you.

Don't forget that you secure best value in our Borders, Ornaments, Spaces and Quads, Brass Rule, Brass and Steel Galleys, Steel Furniture and all supplies required by the printer, bookbinder or box-maker.

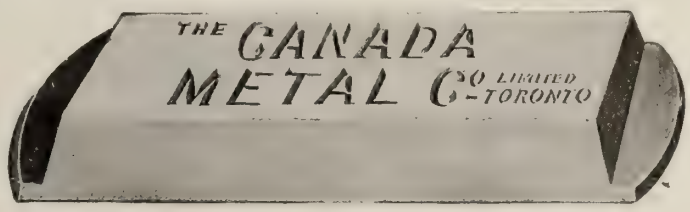
S. & B. stands for quality.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, *Manager* 60 Front Street West, TORONTO

THE CANADA METAL CO., LIMITED

Head Office and Factory:
FRASER AVE.
TORONTO



HAMILTON
MONTREAL
WINNIPEG
VANCOUVER

MANUFACTURERS OF SPECIAL GRADES

STEREOTYPE
LINOTYPE
TYPOGRAPH

METALS

MONOLINE
MONOTYPE
AUTO PLATE

Say you saw it in PRINTER AND PUBLISHER.

NEW MONEY SAVING CHASE

A newspaper printing chase, for use on duplex presses and bringing about a saving of 3 to 6 per cent. of the paper cost is being made in San Francisco. The Berkeley *Gazette* has installed the new chase and will effect a saving of $40 per month in its white paper mills.

NEW PULP MILL FOR PORT ARTHUR

An agreement has been signed between Port Arthur and an Eastern Ontario syndicate, under which a pulp mill will be established in Port Arthur on the north waterfront, work to be started immediately. The mill is to have a capacity of 150 tons per day. The first unit of fifty tons will, it is expected, be producing next June.

CHICOUTIMI PULP CO.

The profits of the Chicoutimi Pulp Company for the year ended December 31st last were $355,914.

Of this bond interest absorbed $141,015, interest on advances $73,270, patriotic fund $1,000, bad debts $9,329, and the balance carried forward was $131,299.

The Ouiatchouan mill, which was purchased by the company in 1914, reached a high point of 66½ tons of 2,240 pounds in a single day of 24 hours. During the current year, it is planned to add another 15,000 tons' capacity to this mill, which can be accomplished for an outlay of less than $100,000 capital.

The mills at Chicoutimi produced as much as 314 tons in a single day.

A new company, the Ha! Ha! Bay Sulphite Company, is being organized by some of the company's English customers, and a mill will be built, of 30,000 tons annual capacity, for sulphite pulp. This company will buy all of its wood from the Chicoutimi Pulp Company on a favorable basis.

The company's assets are shown in the balance sheet as $9,707,093. On the liabilities side the unrealized capital surplus is $1,149,837, less discount on bonds of $83,937, and the undivided profits are $156,865.

UNION OF CANADIAN MILLS

The formation of a co-operative Central Association for the news print mills of Canada, to take over the marketing of the export surplus of news print, bids fair to become a reality. Confirmation of the rumor was obtained from G. F. Steele, secretary of the News Print Manufacturers' Association by a representative of *The Editor and Publisher*.

In the reports from Montreal it was stated that the export trade in newsprint had become very complex and intricate, particularly since the war.

Many difficult exchange and shipping problems have developed, as well as demands for news print from entirely new quarters.

Mr. Steele stated that the new company was an export company to prepare plans for the difficulties that the war has made.

Figures on the news print industry of Canada show some astonishing totals. The production of news print in the first six months of this year shows a gain of no less than 30 per cent. In the last fiscal year Canada exported $15,500,000 worth of paper, while in the past three months it is said, the exports amounted to $4,600,000 or a million dollars more than in the corresponding period of 1915. In 1912, it is stated, the total export for the whole year was only $3,881,000. It is expected that at the present rate of increase, the exports for the current fiscal year will amount to about $20,000,000 worth.

PULP MILLS IN BRITISH COLUMBIA

Geo. F. Whalen, a wealthy capitalist, who is head of the big pulp concerns in Ontario and British Columbia, has completed financial arrangements with Eastern Canadian associates for the opening of great pulp limits at Quatsino Sound and Swanson Bay, in addition to the present works of his company at Howe Sound.

A new plant will be opened at Swanson Bay, with a capacity of 30 tons of fibre daily. At Quatsino Sound production of 120 tons daily will be handled by the Colonial Pulp and Paper Mill, a two and a half million dollar corporation. In the new works, upward of one thousand men will be employed.

THE HIGH COST OF ENVELOPES

Persons finding fault with the present high cost of envelopes will be interested to learn of the invention of a Seattle accountant, who has devised a method of folding stationery for mailing so as to eliminate the envelope entirely. The invention is a method of perforating letterheads, billheads, etc., for transmission by making only one fold in the paper. The inventor claims that his device not only eliminates envelopes, but also makes the writing of a second address unnecessary, renders the document impossible to open without detection, and requires that the postmark be imprinted on the back of the sheet itself.

INTERTYPE APPOINTMENTS

W. S. Scudder has been appointed factory superintendent of the Intertype Corporation. He is well known in Canada. Associated with him is B. F. Soper, superintendent of the matrix department.

H. W. Cozzens has been advanced from the position of Assistant to the President to that of General Sales Manager.

F. R. Atwood, formerly manager of the New York sales agency, becomes manager of the Chicago Agency in place of Mr. C. D. Montgomery, who will become Manager of the New Orleans Agency. Frank L. Pollard, until recently Assistant Manager of the American Type Founders' New York office, becomes manager of the New York Sales Agency. W. B. Goode will remain as Manager of the San Francisco Agency.

NEWBURG PAPER MILL WILL BE RE-OPENED.

Work has started on the new Houpt Paper Company's plant at the old Thompson mill near Newburgh. The mill, which for many years, has been closed, has lately passed into the hands of the Houpt Paper Company of Buffalo, capitalized at half a million dollars, and G. B. Thompson, who was for many years connected with the old plant when it was at its most prosperous stage, has been appointed resident manager for the new concern. New 48-inch machinery will be installed as soon as possible and only the best grades of paper will be manufactured. Raw material of Canadian production will be used as much as possible.

EXHIBITION OF PHOTOGRAPHY

There is to be an Exhibition of Photography to be held under the auspices of the American Institute of Graphic Arts at the galleries of the National Arts Club, 119 East 19th Street, New York, October 4 until November 1. The exhibits will include items having to do with the reproductive processes, such as photo engraving, lithography and rotary photogravure. In fact, the exhibition will be a revelation of the importance of photography in our modern life.

On the opening night of the Exhibition, October 4, there will be a meeting of the American Institute of Graphic Arts, which will be addressed by prominent authorities on the subject, including Pirie MacDonald, photographer of men, whose subject will be, "Professional Portraiture;" and Prof. C. F. Chandler, of Columbia University, on "The Development of Photography." Other speakers may include Gertrude Kasebier, on "Pictorial Photography."

NEW PAPER COMPANY.

A charter has been granted to the Empire Pulp and Paper Company, Ltd., with headquarters in Vancouver, and a capital of $2,500,000. This company has been organized to acquire and take over from the Swanson Bay Forests, Wood Pulp and Lumber Mills Company, Ltd., the whole of its assets and undertakings, with the exception of certain lands in Prince Rupert, and with a view there to adopt the agreement, which has already been executed between the Swanson Bay Forsts, Wood Pulp and Lumber Mills of the one part, and Alexander H. Douglas, on behalf of the new company, of the second part.

VIRKOTYPE EMBOSSING PROCESS

Stephenson, Blake & Co., Toronto, it is understood, have secured the right to sell the Virkotype in this country. It embosses without dies or plates, correctly imitates engraved work, and is heated and run by eletricity. The inventors claim for it the simplest, easiest worked and inexpensive in price.

ABITIBI TO DOUBLE

The Abitibi Power & Paper Company has decided to proceed at once with its scheme for doubling the capacity of the plant, and has already completed the financial arrangements for this extension. This will bring the company's output up to 400 tons per day, making it the largest single news print manufacturing unit in the Dominion.

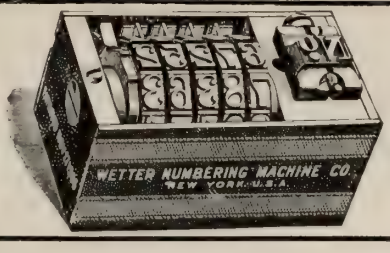
The Spanish River Company has a larger output, but this includes the Lake Superior mills, as well as those of the Spanish River proper, the combined capacity of which is well above the 400-ton mark.

The company has already placed contracts for two news print machines of 232 inches width, and hopes to have them installed by the end of the year. It is increasing its water power development to the extent of 25,000 horse power, the ground wood plant to 370 tons per day, and the sulphite capacity to 25 tons per day.

LAURENTIDE PROFITS

The operating profits of the Laurentide Paper Company, Toronto, during the last fiscal year were among the largest in its history. The earnings of the $9,600,000 common stock were 9.76 per cent., against 8.4 per cent. in 1915, 7.61 in 1914, 10.53 in 1913 and 10.47 in 1912. Manufacturing profits and returns from investments amounted to $1,244,283, an increase of $210,677, as compared with last year.

The profits from the pulp and paper mill were $1,022,055, and from the lumber operations, $101,459. The power investments netted the company $120,818. Deductions for bond interest and an extra charge of $20,000 for war tax, makes the net income for the year $937,822, a gain of $130,637 over the net profits of the previous year. The surplus for the year is $245,822, against $211,191 in 1915.



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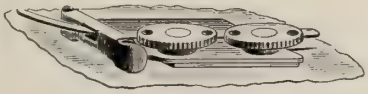
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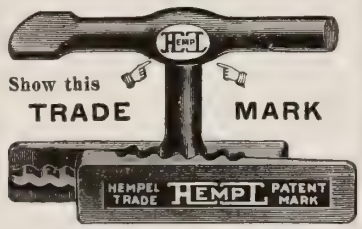
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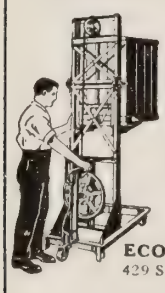
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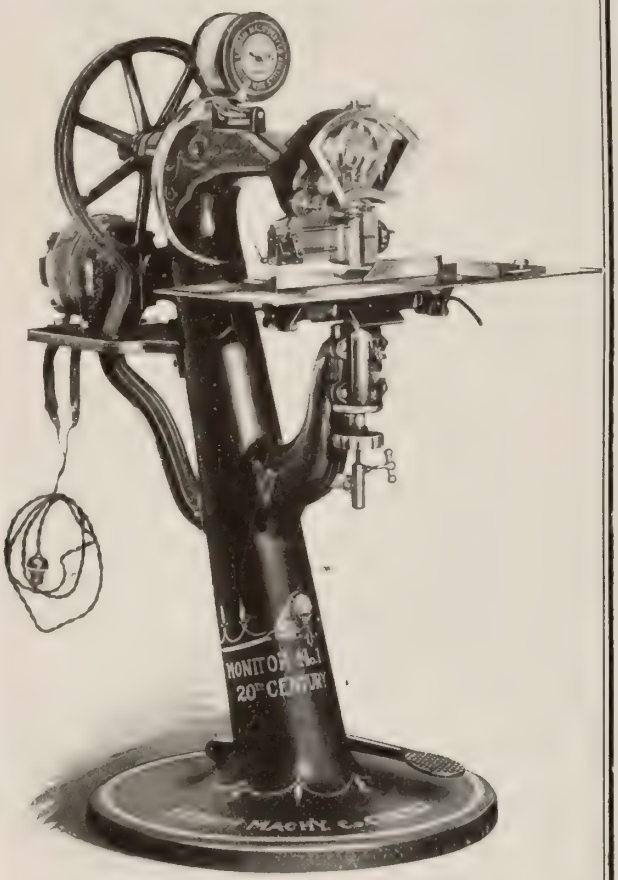
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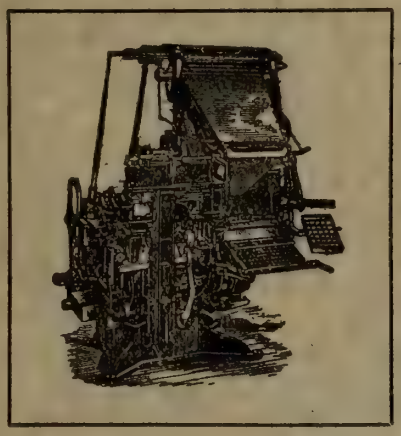
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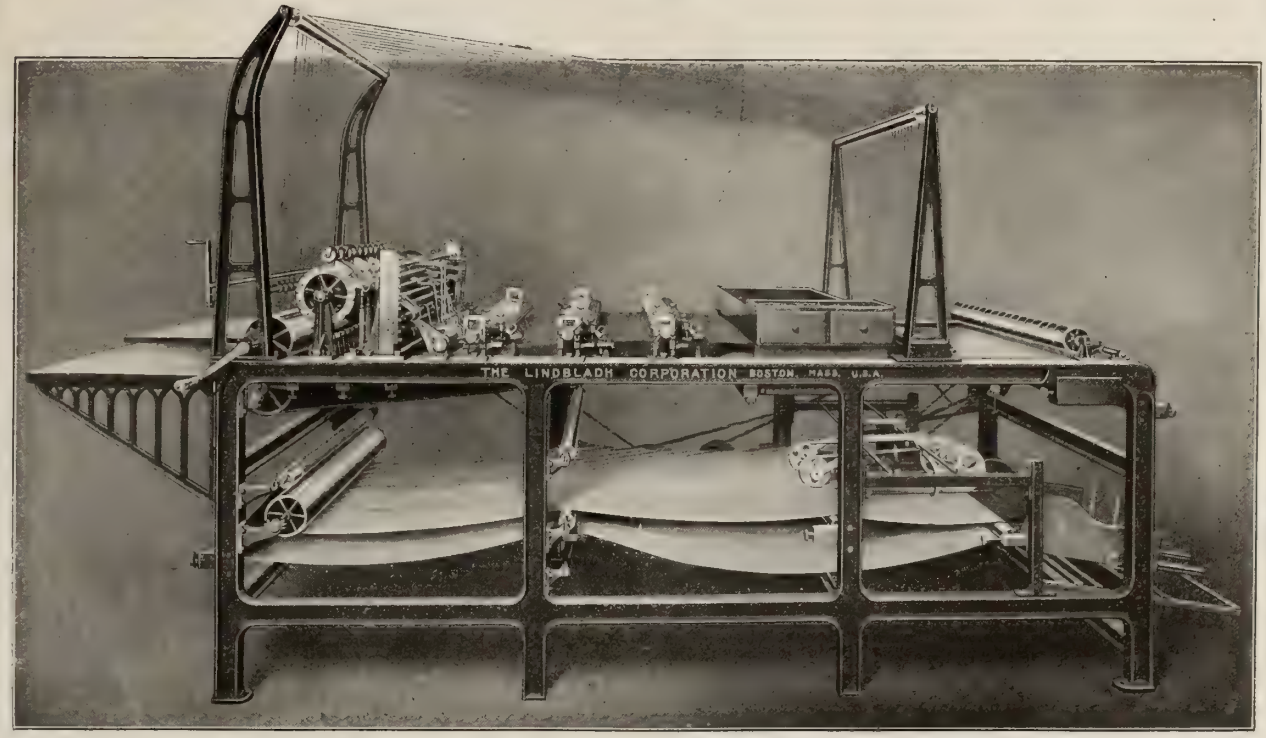
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VIEW SHOWING THE 10-UNIT MACHINE, capable of ruling, with absolutely accuracy, ten separate and distinct forms in one operation each way.

THE advent of this machine marks a new era in the history of paper ruling. It introduces the absolutely correct principle of direct pen control, whereby any number of separate and distinct forms, from one to ten, involving any number or combination of pens, are ruled entirely in one operation each way. Patterns comprising various forms, either in cross-ruling or down-lining, which might have to be put through the present-day machines two, three, four, or more times, pass through THE LINDBLADH *once* each way for completion. The machine is constructed essentially and fundamentally on a unit system. It may therefore be had in any capacity desired, viz., one, three, five, seven, or ten cam-wheel machine, in combination with one, two, or three pen-beams. Made of metal throughout, including all rolls. The register is exact, due to the correct mechanical principles employed in designing. Its output is fully 100% greater than obtainable by the present system of ruling. The many good points of THE LINDBLADH can not be covered in this brief announcement. A circular fully describing and illustrating the machine will be sent to those interested. Write for yours today. The information it conveys will surprise you.

The Lindbladh Corporation

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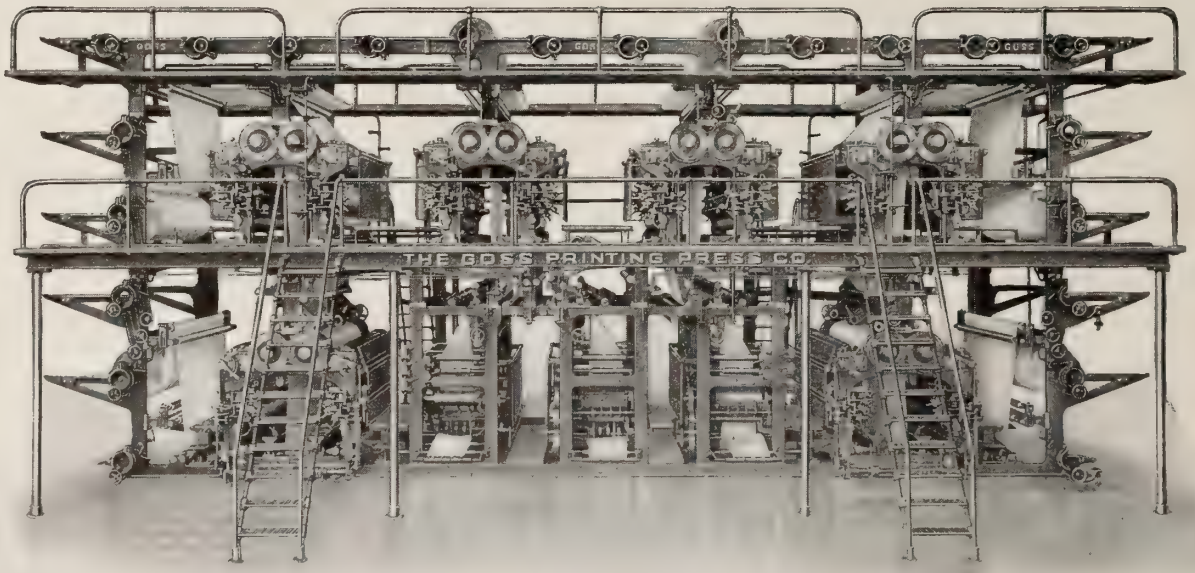
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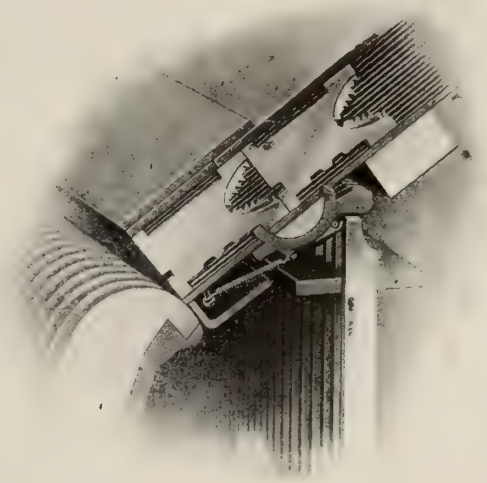
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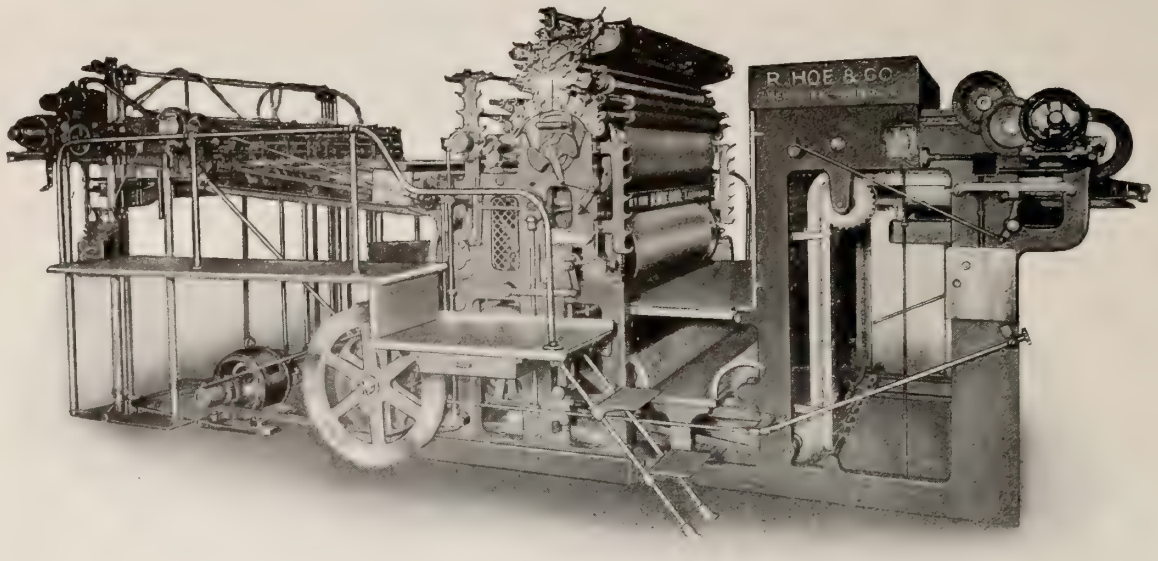
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We have a new catalog here for you

Each of the catalogs pictured below contains many pages of vital matter—each interesting and instructive to any printer interested in greater job plant efficiency. A brief description is given below and we want your request for your catalogs according to your needs. No charge. No obligation.

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THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

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ROLLAND PARCHMENT	White
EARNSCLIFFE BOND AND LEDGER	White and Azure
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

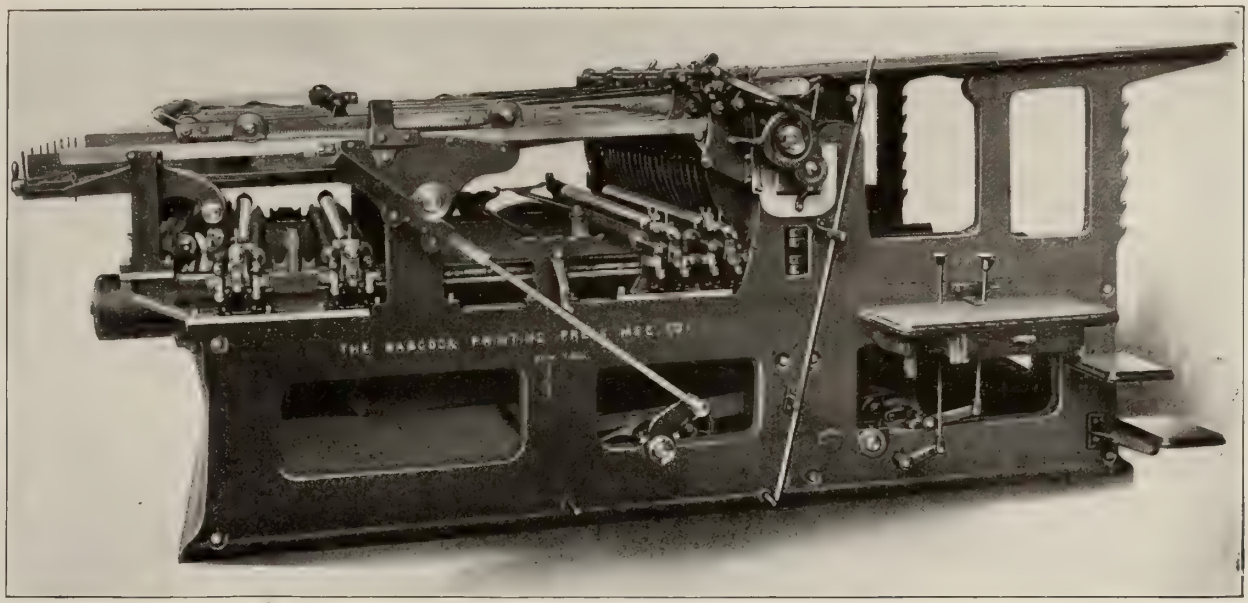
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Insist on these Brands being used in your Catalogue

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Permanency of trade is established through satisfaction obtained from the goods used.

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Show them the qualities of our lines and note results obtained in the way of repeat orders.

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B & G & C

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"Will Hold Business"

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All-rag Loft-dried Tub-sized

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Golden Rod, 22c per lb.

In stock at Hamilton.

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USE STIC-TITE, THE UNEXCELLED POWDER PASTE.

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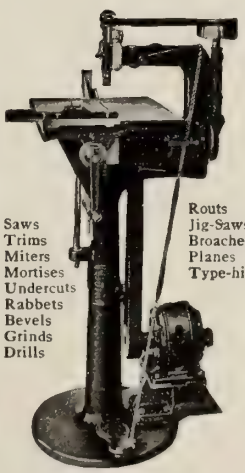
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Efficient
Light
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Addresses (expert) 8,556 an hour
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Blotting Paper

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THESE high-grade blottings are made from pure materials—selected Cotton Stock—and are absolutely dependable in every respect.

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World's Largest Producers of Fine Blottings
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Why not ask me about them

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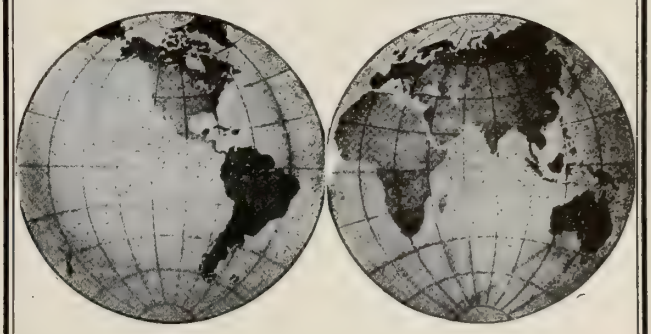
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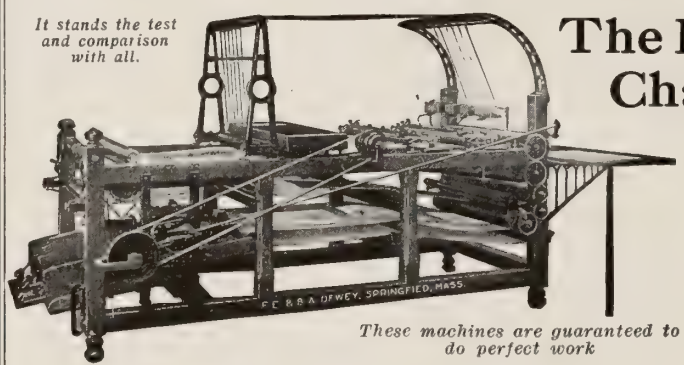
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JUST WRITE US TO TELL YOU HOW TO SECURE THE BUSINESS IN YOUR TERRITORY

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE TORONTO, ONT.

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These machines are guaranteed to do perfect work

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First made in 1863
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Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER AND PUBLISHER

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PRINTERS AND PUBLISHERS OF CANADA

[MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS]

Vol. XXV. TORONTO, NOVEMBER, 1916 No. 11

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JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *General Managing Editor*

ESTABLISHED 1887.

PRINTER & PUBLISHER

Published on the First Wednesday of Each Month.

WM. POWELL, *Business and Advertising Manager* JOHN C. KIRKWOOD, *Editor*
R. H. ECCLESTONE, *Eastern Manager* E. E. ADAMS, *Associate Editor*

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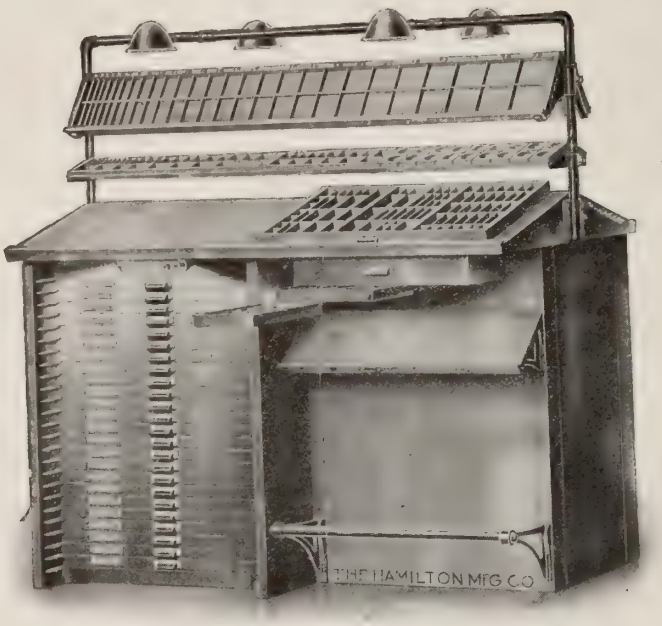
UNITED STATES—New York, T. F. Blissert, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 105 West Monroe St., Rooms 1104-7 Fort Dearborn Bldg., Chicago, Telephone Randolph 3234.

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Motion Study in the Average Composing-Room

will disclose the fact that a very considerable percentage of the compositor's time is spent in walking from one point to another in gathering the various materials required to produce a job. This is not the compositor's fault. Usually he knows that time is being wasted but doesn't get an opportunity to express his opinions.



ADMAN STEEL CABINET, No. 549

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There is still another advantage to this Cabinet which will be appreciated by printers with crowded quarters—namely, a saving of about 50% in space over that required by obsolete equipment.

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Devoted to the Interests of the Printers and Publishers of Canada

A National Advertisers' Research Bureau

Sometimes the Advertiser Asks Too Much—A Frank Talk to Space-Buyers — Some Constructive Suggestions — Who Will Help Mr. Coling to Start Something?

By CHARLES E. COLING, Advertising Manager The Winnipeg *Free Press*

IT isn't necessary to remind the newspaper publisher that the advertiser is his principal source of income any more than it is necessary to remind the average advertiser that the newspaper is the principal medium through which he must sell his goods. The independence of the newspaper and the advertiser is recognized by both. What hurts or helps one is bound to hurt or help the other. Their interests in the advertising field are more than reciprocal; they are identical.

The question naturally follows: What is it that both Newspaper Publisher and National Advertiser can do to serve and advance these mutual interests? I think there is something, and that something is the establishment of a Research Bureau or a clearing House for Valuable Data.



CHARLES E. COLING,
Advertising Manager of the Winnipeg *Free Press*, and a man who puts things over as well as thinks things over. In the accompanying article he touches on a very important theme.

EXCESSIVE SERVICE TO THE ADVERTISER

To-day many national advertisers are asking too much from the publisher under the guise of co-operation and service. Any publisher will give general data relative to the field covered by his newspaper,—this he considers as his duty as well as good business. However of late years several national advertisers have gone the limit and the time is fast drawing near when, I believe, that such an organization as I suggest will perform an all important part in the advertising and merchandising plans of manufacturers of national products.

No doubt a number of readers of this article will disagree with me. Many will be ready with the statement "Well! that's what the advertising agencies are supposed to do." Supposed to do, that's quite correct, providing they're paid to do it. There isn't an agency in the Dominion that can afford to procure such data that I will outline, not even for their best account, unless they're willing to foot the bill.

I am informed that the advertising managers of national advertisers got together and organized an association of national advertisers for the purpose of studying circulation. Now while I must admit that circulation is an exceedingly important factor in the advertising of to-day, I can't see why so much duplication of this kind of work should be necessary. The days of mis-quoted circulation statements by publishers is now almost extinct, and surely, now that the A.B.C. has been accepted as an authority, it would be possible for Canada's leading lights in advertising to devote their energies to another all important angle. In order to impress the importance of this neglected channel in advertising, I am going to address the following to Advertising and Sales Managers generally.

PUTTING IT UP TO THE SALES AND ADVERTISING MANAGERS

I claim that your success as a sales manager, advertising manager depends upon your ability to handle well a thousand different details of more or less relative importance. If I had to choose one thing which was the largest factor in your success, the most important of the many requirements, practically the foundation of your work, I should say it was this: A real knowledge of your market. You can use, and profitably use, every bit of information you

**Mr. Coling in this contribution says things that have needed to be said, and makes a call that ought to be answered to. PRINTER AND PUBLISHER asks its readers to write to Mr. Coling, in order to advance the establishment of the greatly needed Bureau whose functions he outlines.*

can get as to where your goods are sold, how your goods are sold, who buys them and what they think of them.

One of the things you would do, if you had the time, would be to travel more. You would get away from your desk and go out into the country and find just what your travelling men or the jobbers' salesmen were up against; what conditions they met; how they were received by the retail trade. You would go into the typical large and small towns of the west and find out what merchants were carrying your product, how they were featuring it and what they were saying about it to their customers. You would get acquainted with these merchants, find out what they really thought of your product, how their customers regarded it and what competition they were up against.

You, undoubtedly, do as much of this as you can but in nine cases out of ten you are too busy to do as much as you should. At present you have to depend for your information on your salesmen and those of the distributors of your product with whom you come in contact. Of course you can get very valuable information in this way, and will continue to get valuable information in this way. But always one thing is lacking—the reports you get are from the other man's point of view. The next best thing to you going yourself is to send someone who will observe from your viewpoint.

With just enough exceptions to prove the rule your salesmen are not able to get the truth out of the merchants on whom they call. They are salesmen. The retail merchant knows they are salesmen. He is on his guard as a buyer and he talks less frankly than he will talk to a man who has no axe to grind.

ADVERTISERS ARE ON THE DEFENSIVE

To realize this situation consider your relation with the publisher's representatives. How often do you fully and freely take them into your confidence? You know all the time that the publishers' salesmen want to sell you space in their publication; that they will use against you, as arguments for their publication, any information you give about the condition of your business. If you tell your plans they will promptly show you how the proper carrying out of your plans requires that you use space in their newspaper. And the result is that you are usually on your guard and less frank in the discussion of your problems than you would be to a disinterested neighbor.

Precisely that condition exists when the salesman of your merchandise or the jobber's salesman calls on the retail merchant. The truth in regard to the situation must be deduced by you from such data as you can gather. You are not able to take the merchant's word as fact.

On the other hand, when you can go out yourself to talk with the merchants and are not trying to sell them goods but rather just talking business, the merchant's guard is down and it is possible to find out more of the information wanted than a salesman could find out in a score of visits.

The next best thing to going yourself is to send someone who will observe from your point of view and who is in a position to find out the sort of thing you want to know.

CO-OPERATION CALLED FOR

This is one of the things, if the national advertiser and publisher got together, they could do. One national advertiser or many national advertisers could no do this alone, nor could one or many publishers; it could only be successful when both interested work in unison. A Research Bureau could be organized with headquarters in Toronto and have branches in Winnipeg and other important cities of the West. The Bureau with advertisers and publishers as its members could do many things to help national advertising and while compiling this valuable data at a nominal expense. could also furnish specific reports for advertisers that would cost thousands of dollars if the advertiser was compelled to secure it himself.

Space will not permit me to go into detail of the workings of such a Bureau, but such an institution could, after it had been organized for a time, furnish specific and general reports on products, territories, towns and retail merchants. Take the latter for instance; a complete report similar to the one that follows on all the retail merchants in the field you were just about to enter would be invaluable. Date; town; population; number of families; number of females between the ages of 15 to 30; per capita income; home owners; etc. Name of merchant; address; business; years in same business? buy direct or through jobber? stock? volume? size of store? number of windows? size of windows? shape of windows relative to street line? will he give window displays? number of clerks? class of business? delivery system? approximate number of customers? cash or credit business? weekly or monthly statements? does he advertise in local papers? how often? name of paper used? does he cut prices? how are windows kept? will he give exclusive display? is window in good location? about how many people pass in a day? would he appreciate window display suggestions? are display cards used to an advantage? what trade journal does he take? how does he regard newspaper advertising? etc., etc. Add to this specific remarks.

The above gives a slight illustration of what an important adjunct a Bureau of this nature would ultimately become to advertiser, publisher and advertising agency. I would like to dig deeper in this idea and will welcome any correspondence that will further the interests of national advertisers and publishers generally.

Former Canadian Journalist Wins $500

ERNEST F. BODDINGTON, now of the Philadelphia *North American*, and formerly attached to the Montreal *Gazette* and other Montreal papers, has been awarded a prize of $500 for writing an editorial advocating the re-election of President Wilson.

The Philadelphia *Ledger*, amongst others, offered two first prizes for the best articles, one to champion the cause of Woodrow Wilson and the other that of the Republican candidate, Charles E. Hughes. No less than 856 articles were submitted from the leading newspaper writers of the United States and two New York judges, Henry Jones Ford and Stephen S. Wise adjudged the best article on the Democratic nominee to Ernest E. Boddington, while the prize for the best Republican leader was awarded to Robert Watson Jones, of the Pittsburgh *Chronicle Telegraph*.

Mr. Boddington was born in England forty-three years ago, and came to Canada at the age of nineteen, joining the staff of the Montreal *Herald*. He was also a reporter on the Montreal *Star*. Then went back to the *Herald* as city editor. Thence he went to the United States and served on numerous papers, and later returned to Canada, going to Regina to manage the morning and evening edition of *The Province*. At the outbreak of war he returned to the United States.

Regina "Province" Has New Owner

THE *Province* has been purchased by a new company, incorporated as the Regina Daily Post Publishing Company, Limited, and of which W. F. Herman, proprietor of the Saskatoon *Star*, is president. Its name will be changed to the *Daily Post* and the staff reorganized.

Price Factor *vs.* Quality and Co-operation*

The Buyer Gets What He Pays For, Though He May Think He Gets More —How a Job May Be Skimped — Winning With Quality and Service

By A PRINTER FOR ADVERTISERS

I AM one of those printers who work almost entirely for advertising managers and advertising agents.

A few days ago I was called in to estimate on a job for a man for whom I had done considerable work.

It was a nice job and one that I wanted badly, but when this man began to beat down my price I got sore and refused to do business.

I wonder if this type of buyer ever realized how plainly the few cents saved showed on the finished job. Men like him call themselves shrewd buyers and I want to confess right here that this kind of a buyer brings every ounce of my fighting blood to the surface.

Most of the time these shrewd buyers buy just 100 cents' worth for their good American dollar when they think they are buying at least from 130 to 150 cents worth for it.

First of all there is not one man among my customers who knows what a job should actually cost.

A JOB IS WORTH WHAT IT COSTS

With most printing buyers it isn't a matter of what the job is really worth to produce. It's a matter of how much can they buy it for.

I know what it costs to produce printing, and, regardless of the fact that the wide variation in some printing bids causes buyers to think otherwise, I know that most every printer who is equipped to handle any and all kinds of work does know his costs, especially those who specialize on advertisers' printing.

In any line of business estimates will vary. One man will think an operation will take an hour, while another will estimate that it can be done in forty-five minutes.

A few days ago I asked for bids from three carpenters to build a garage (yes, I have a Ford), and two bids were within five dollars of each other, while the third was much lower. I went over the specifications personally one by one with the low man and I discovered that he was not living up to the letter of them. When he revised his figures he was higher than either of the other bidders.

Good work based on the same specifications will come pretty close to the same price from several reliable and equally equipped printers or any other tradesmen.

BUYER WHO KNOWS QUALITY

In my experience I have found that there are two general types of buyers. One buys on definite specifications and he demands and knows quality. The other is not so strict on specifications, and he buys on price almost entirely.

I'll take my chances any day on my estimates with the man who is strict on specifications and quality.

I know that I have the equipment, experience and organization to give just the proper quality to every kind of printing required by advertising men and at prices that are right.

It's the fellow who buys on price entirely that I have my battles with.

This type of buyer takes hours and hours to place an order. Never have I heard this type give out an order at my price without asking for a better price. He tells me that I'm the highest man on the job. He feels very sorry that he cannot give me the order, etc., etc.

Sometimes I refuse to compromise or debate the details of the job and leave his office. But more often I try to find out what he will actually pay for the job and then we reach an agreement somewhere between his price and mine.

When he does give me the order for the job at his price I just know that he is patting himself on the back because he is a clever buyer.

Is he? Not once in ten times.

I'll cut a price just so far and then I stop, and when I do the cutting I know in my mind's eye just where I can cut the quality to keep from losing my profit.

HOW A JOB MAY BE SKIMPED

Here's a secret, Mr. Advertising Man: There are at least six stages in the printing of a job where the work can be done passably well or done as it should be. And if the job is a price job you can bet that no workman in my shop puts in but just so much time on his part of the work.

For instance I have four "star" compositors whose salary is half again as large as that of six other compositors in my shop. (I am not giving actual figures here because someone may discover the name of the city where I live.)

Nine times in ten these men will turn out a real piece of "get-under-the-skin" advertising matter from an ordinary piece of copy.

But you can bet that this high-priced help does not work on a "price" job if I can help it.

The other six men can set a fair job, but it hasn't the sales value that it should have—it lacks "something," the "something" that the "star" compositor knows how to get into the copy.

And when a form is locked up for press the pages can be made to "register" well enough in an hour or they can be made to register perfectly in two hours. The price job gets the hour.

Therefore the price job doesn't get the best in the composing room.

It's the same in the press room.

I have two classes of pressmen, both of which make a job ready for running in about the same time, but one class of these men gets half again the salary of the other class, and the finished job shows this difference in salary immediately. Yet the work of the cheap man will pass as good work anywhere, but it hasn't the snap and color which is always found in the work of the high-priced man.

Therefore, the composition on a price job is fair, and the presswork is fair, but no one who receives the job will be more than ordinarily impressed. The job is printed well but not printed right.

SKIMPING ON PAPER AND INK

The quality buyer invariably calls for paper by brand name, where most price buyers call for grades only without specifying the brand.

Usually the instructions will read No. 1 Enamel, or Super of M. F.

Before the advance in paper prices and even now I know of where to buy five different No. 1 Enamels, all varying in price. The same applies to Supers and M. F.

Therefore, I can give a No. 1 Enamel at his price without cutting my profit.

The same is true of inks. Reds can be bought at prices

*Reprinted from *Printers' Ink*

varying 50 to 100 per cent. There are blacks and halftone blacks and poster blues and real blues.

When a customer buys the paper specifies the ink then that makes it easier for me to get the job. I am selling labor and brains, and I win more than 51 per cent. of the time because of lower operating costs.

I have one regular customer who gives me nearly all of his work and never disputes my price. Many times he never asks for a price. This man always gets the best of everything I sell. His work always has snap and distinctiveness.

I have another customer who never pays the price of my first bid, and as I know I have a more than even chance of getting all his work I make it a point to bid high and then come down to get the job. This man also gets the best I have because I figure high enough to come down and still give him maximum quality.

I have another man who gives me all his ad composition, but he always disputes the bills for it, and I have to make some concessions to get them passed. When I first did his work I wanted to keep the business and lost some money; but now that I know my man the concession is in the bill, and after the usual debating I take off the concession and the bill is passed.

BUYERS' PECULIARITIES

Among my customers are some of the most eccentric men I ever met. They are full of fads.

One man claims that if he didn't rip and tear every job and have a large author's alteration charge, his client would not think he was getting good personal service. How's that for an idea?

There are two others who use orange and black on practically every two-color job they order.

One of these men is a price buyer and one is a quality buyer, and as they both were in love with the same colors of ink I once put over a stunt on the price buyer that has him guessing to this day.

He had an order of 100,000 sixteen-page booklets to give out, and I had already received an order for 50,000 of the same size booklet from the quality buyer.

If I could get the order from the price buyer I would print two sets of plates of his job, and one set of plates of quality buyer's job *all at the same time* and save most of the presswork charge on the price buyer's job.

There were ten printers after the price buyer's job, but I put in my estimate based on immediately placing of copy and a certain delivery date. (All in line with the other job which I had.)

When the price buyer saw the price he gulped and reddened and looked at me in an attitude of "Are you insane?"

He said, "Haven't you forgotten something?"

"No," says I. "But are the conditions agreeable?"

"Sure, I'll write the order now," was his reply.

Well, he got a good job and I made a better profit on this job than any other I ever printed for him.

Say, but didn't he try to get a reprint at my first price! But there was nothing doing. He couldn't find a printer who could reprint it at my initial figure.

I have often been able to double up and save considerable money for my quality buyer friends and pass this saving along to them. I've done it many, many times. All I want is my price. No more. No less.

But I never pass this saving on to the price buyer.

The price buyer is always endeavoring to outwit me, and in so doing make a name for himself as a shrewd and clever buyer. If I outwit him and make a few dollars more on the job because of my inside knowledge, then I consider that I earned every cent of the saving.

But when a man treats me fair and pays me my price for my work I'm going to co-operate with him and help him save all the money I can.

GREATER KNOWLEDGE WOULD HAVE SAVED BUYER MONEY

Not long ago a buyer who had not given me even a hearing for some time sent in specifications for an estimate on which he was furnishing plates and stock.

One of the items called for slip sheeting and meant the handling of about 100,000 slip sheets.

I called him up to learn if all the printers on the job had absolutely figured slip sheets.

"Positively," was the reply.

Well, I figured the slip sheeting at one dollar per thousand (it can't be done at this figure but I wanted the job for a purpose) and I got the job.

On the bottom of the order was "this job must positively be slip sheeted."

I changed this to read "this job must be positively free from off-setting," and sent it back asking if it was agreeable.

It was.

I printed the job *without* slip sheeting, made an extra $100, and I defy any one to find a copy that is off-set in the slightest respect.

This buyer was so insistent and cock-sure that slip sheeting was the only method of avoiding off-set, and he had such a big reputation as a clever and shrewd buyer that I considered it my business to make an extra hundred if I could.

THE PRINTER'S IMPRINT ON JOBS

There's another trick of the price buyer that got by me once, but only once.

He banters and bargains to the last penny, and then he wants to know how much I'll take off if he allows me to use my imprint on the jobs.

Well, I tried it once, and I found that the close-priced job which did not show quality was a poor thing to put my mark on. It did me more harm than good.

Now I take the proposition on provided I am allowed to deviate from specifications. Then I shift and scheme and work overtime trying to do the impossible. Sometimes I win. Sometimes I don't.

Quality buyers seldom object to my mark being on their work, and they do not ask for any rebate on its account, either.

Mr. Price Buyer gets all he pays for from me and no more, and mark this well, *I never saw a real strong, distinctive and compelling piece of printed matter come from any concern who had a price buyer.*

On the other hand, the real powerful and striking piece of sales literature is nine times in ten the result of quality buying.

And quality buying costs only a trifle more than price buying.

SERVICE THE BIG THING

The big thing in a printed job is the service a printer gives, and he cannot give this unless he has your good will and your real co-operation and trust.

And you do not trust and respect a man that you are always trying to have do something for you below cost.

Of course, printers' prices vary and some quality buyers are paying more than others. And some price buyers get a real bargain now and then.

But you want to do business with a man who intends to stay in business, and the printer who is losing money either consciously or unconsciously is not going to stay in business very long.

The price buyer and the ignorant printer are like the farmer who put green blinders on his horse and fed him shavings. About the time the farmer thought his scheme was a winner the horse died.

Le Soleil, The Quebec Daily, Thirty Years Old

Founded in 1886 as a Liberal Organ—Henri Gagnon Takes Charge—Fine Mechanical Equipment—A Doubled Circulation—An Advertising Service Department—*Le Soleil's* Job Printing Department

LE SOLEIL of Quebec, as it is known to-day, first saw the light of the sun in 1886, as the offspring of a journalistic venture, previously known as *L'Electeur*.

Founded by a group of young Liberals with a view to furthering the aims and ambitions of their party in Quebec Province, *Le Soleil* speedily acquired prestige and circulation, and its success as one of the most important newspapers of the Province was assured from the outset.

From the modern standpoint of newspapers, however, the present story goes back to the year when the present manager, Henri Gagnon, took charge of the fortunes of this paper. Business expansion and complete regeneration of the newspaper quickly followed.



HENRI GAGNON

Manager of the Quebec *Le Soleil*, which paper celebrates this year the thirtieth anniversary of its founding. See accompanying article of the story of this newspaper.

NEW MECHANICAL EQUIPMENT

It was soon decided that the old mechanical equipment of *Le Soleil* was entirely inadequate to the growing needs of the paper, which at that time had a circulation of 17,000 daily) a really creditable circulation for a city of the population of about 80,000), and a complete new outfit was purchased.

The first installation was a Hoe high-speed 32-page Simplex press, considered at that time to be sufficient for the services of the paper for many years to come, but which is now quickly outgrowing its usefulness by reason of the great increase in the circulation of *Le Soleil*.

The next step was the organization of the composing rooms for newspaper and job work, and after a careful study of the mechanical qualities of the type-setting machinery in use, Mr. Gagnon, the new manager, decided upon the adoption of the Lanston Monotype, of which a complete battery was purchased.

This step necessitated the reconstruction of the composing room, and the best principles were adopted, both as regards the arrangement of the cases and galleys and the lighting of same with a view to encouraging the highest efficiency among the men. The latest type of plate-finishing machine was also installed, as well as the newest model steam table in the stereotype room. In a few words, the remodelling the newspaper in a mechanical sense was complete to the last detail, and *Le Soleil* was in 1913 as it is to-day—one of the most efficiently equipped newspapers in the Dominion.

It is incidental to this history to relate that Mr. Gagnon acquired his early knowledge of newspaper publishing with *La Presse* and *La Patrie* of Montreal, subsequently leaving that city to take charge of *La Tribune* of Sherbrooke; and while engaged in the management of that paper, was singled out by the directors of *Le Soleil* to take over the responsibility of making this latter paper the important journal that it is to-day.

Progress has been rapid under the present management as can be judged by the growth in the circulation of the paper, which is now approaching 35,000 copies daily.

In the promising field which *Le Soleil* covers it is the expectation of the publishers that they will shortly be able to announce that *Le Soleil* will have the second largest circulation, among all Canadian daily newspapers published in the French language.

AN ADVERTISING SERVICE DEPARTMENT

The influence of the new management was early felt among advertisers, particularly in the foreign field, and on January 1st, 1915, an advertising promotion and service department, under the direction of Frank Jones, was created with justifiable results. While many Canadian newspapers complained of a loss of business the foreign business of *Le Soleil* has increased during the first eight months of 1916 to the extent of about 60%, and the growth of *Le Soleil's* local business is exemplied by the fact that whereas a year ago, the paper had but one advertising solicitor in the City of Quebec, it now has three. *Le Soleil*, it is said, leads all other Quebec mediums in the volume of local advertising.

Le Soleil maintains special representatives in Toronto, New York, Chicago and London, England, and so shows keenness and a broad-guaged policy in its quest for foreign business. Undoubtedly its considerable volume of advertising is due in no small degree to its assiduous methods of promotion.

LE SOLEIL'S JOB PRINTING DEPARTMENT

This record would be incomplete without a reference to the job printing department of *Le Soleil*, which, equipped with a battery of Optimus presses, turns out a great quantity of work, ranging from the small circular to books of 1,000 or more pages.

Among the job work produced in this department are: the *Official Gazette* of the Province of Quebec, published weekly, the Statistical Year Book of the Province, a work averaging 800 pages and printed in French and English separately; and the text books of the provincial schools running into very large editions.

The record of *Le Soleil* during recent years. has been one of marked progress, due chiefly to the energy of Mr.

Gagnon, who is distinguished among Canadian newspaper men for forcefulness of character and action, and for the courage of the pioneer. *Le Soleil* under him can look forward to a future of enlarged service and importance as a Canadian daily newspaper.

That real prosperity is attending the business under the management of Mr. Gagnon is shown by the fact that its building on Mountain Hill has become too small for its purposes. A six-story building, a little farther up the Hill from its present quarters, has been rented to accommodate the photo-engraving and part of the printing departments.

PRINTER AND PUBLISHER extends felicitations to *Le Soleil* on its attainment of an age of thirty years, and to Mr. Gagnon, its animating power.

Western Weeklies Have Spunk

THREE years or so ago a great many weekly newspapers in Canada ran a series of advertisements which carried the slogan, "Be loyal to your own community," and which series sought to discourage readers from patronizing mail order houses.

In this connection the following abbreviated editorials in certain Western papers are of interest.

THE MELFORT MOON.

During the past week the *Moon* has had an opportunity to accept a lucrative advertising contract from a large Eastern mail order house, at a considerable advance over the rate charged local advertisers.

In view of the stand taken by the *Moon* in steadfastly refusing to adopt any policy which would have a tendency to retard the business of local merchants, and also that this paper has fought the battle of the local business man, as against the mail order house, with all the weapons at its disposal, the offer has been turned down.

The past three years have been lean ones in the newspaper game and it requires considerable fortitude to pass real money up. However, the *Moon* does this because it realizes that every dollar sent to a mail order house is lost to Melfort and the local merchant.

THE ROSTHERN ENTERPRISE.

Again the *Enterprise* has had a chance to refuse advertising for the T. Eaton Co. The *Enterprise* does this because it believes and realizes that every dollar sent to a mail order house is lost to the town and local merchants. This course means a considerable loss to the *Enterprise*, but we would rather suffer this financial loss than injure the local merchants and go back on our buy-at-home principles, even though some of the business people of Rosthern do not appreciate our action or reciprocate.

THE GRANDVIEW EXPONENT.

Not being content with distributing hundreds of catalogues throughout the rural districts the T. Eaton Co., Ltd., of Winnipeg, is now trying to get advertising space in the country newspapers to advertise the fact that "Eaton's Fall and Winter Catalogue is now being distributed." The *Exponent* recently received an electrotyped advertisement to occupy about one-quarter of a page describing this new catalogue. The T. Eaton Co., or any other mail order concern cannot get advertising space in this paper. The publisher is only too glad to get all the advertising he can, but, not at the expense of the merchants who have been supporting this paper. There are men in Grandview in business who do not advertise, and perhaps a little advertising by a mail order firm would help to line them up with the progressive, advertising merchants. Eaton and the other mail order firms are taking thousands and thousands of dollars out of Grandview and surrounding district each year that should be spent at home to build up our own community. There have been many arguments advanced on how to combat the mail order evil, but the only practical one is to fight them at their own game—advertising. The fact that the T. Eaton Company is desirous of advertising in the local papers is a great argument in favor of the rural press.

THE CANORA ADVERTISER.

Reproducing the above editorial the Canora *Advertiser* said: The *Advertiser* received the same advertisement, and failed to give it a place in our columns for the reasons set forth above—patriotism to our local business men; although we are sorry to have to acknowledge that reciprocal relations are not what they should be along these lines—as must be patent to any one sizing up our advertising columns. Canora has a few business men who appreciate the benefits of a local paper, and do their best toward its support; but there are too many who should and don't accord their support. The local weekly newspaper renders its community a service no city daily can or will—it keeps your community on the map; in the lime-light; and it deserves the fullest patronage from every citizen. As a matter of fact the printing office in the average town or village at its best (when given undivided support) returns much, very much, less than it should on the investment necessary to carry it on. A town without a newspaper indicates a community of people lacking ambition—and a live local newspaper, containing the advertising announcement of every man in business—no matter how small—is the best indication that the town is a desirable one to invest in—because its people give evidence of progressiveness.

Over-advertising

THE New York *Evening Post* says a timely word on a subject of much interest to all publishers concerned with the problem of rising paper and publishing costs. What the *Post* has to say is the more interesting when read in conjunction with the announcements of certain other New York publishers who are refusing to accept for publication on specified days all the advertising authorized.

The *Evening Post's* announcement is as follows:

"The *Evening Post* has ample space available for advertisers. Its ability to perform its service to advertisers is caused by a constant adherence to a policy of discouraging "over-advertising." It believes in a judicious use of space for both advertising and news. On the basis of a wise use of space, the advertiser secures a reasonable return and does not overburden the newspaper or the reader with wasted effort. Inordinate space used by an advertiser does not necessarily imply correspondingly great returns. The key to successful newspaper advertising is intensive use of moderate space — quality rather than quantity."

The whole policy and history of the New York *Evening Post* merits study of publishers and business managers of independent spirit, fibre and unmindful of what his competitors may be doing.

Two More Papers Limit Ads

FOLLOWING the lead of the New York *Times*, which recently announced that advertising with a news value would be given the preference, and that the amount of advertising was to be limited, two evening papers have fallen into line with the same announcement. They are the *Mail* and the *Globe*. Both have announced that on account of the shortage of news print they would be forced, at least temporarily, to limit the amount of advertising which would be carried. They also reserve the right to limit the amount of space to be allotted to each advertiser on any particular day, even to rejecting the ad. altogether.

Power of the Editorial in the Country Press

Men Read Editorials — The Importance of Cultivating the Home Field—Casting Off the Shackles of Party Domination—Sincerity and Devotion to Local Welfare the Chief Thing

By C. H. HALE, Editor of The Orillia *Packet*

IT appears to me that the newspaper publisher who does not indulge in the luxury of public expression of his views in his editorial page sacrifices half his heritage. I can scarcely conceive a man of parts, with confidence in his own ability, going into the newspaper business in a small town simply for what money there is in it. If his idea is to carry his brains into the market where they will bring the largest cash reward, then the choice of weekly newspaper life would do little credit to his discernment. But, on the other hand, there is probably no vocation where the man who elects for town life can find a wider interest or exert a stronger influence in the community. Where the preacher gives his weekly message to a few score, or at most hundreds, the editor of the average weekly can talk to thousands. There is a satisfaction to be gained in this regard which may afford to the hard worked country editor some compensation for the absence of adequate monetary reward. But this harvest of influence can be reaped only with the aid of editorial. A man cannot impress his views upon the community, unless he gives them expression. He cannot have influence if he is dumb. Nor can he win the respect if he is spineless.



C. H. HALE
Editor of the Orillia *Packet*, a weekly newspaper famed for the vigor of its editorial page; and author of the accompanying article.

But the argument for the editorial page is not altogether sentimental. As many people, probably, will read the home paper to learn its views on public questions, if the paper is in the habit of expressing these views brightly and trenchantly, as will read it for the local news. This is particularly true in respect to men. Our own experience is that there is no department that appeals so much to them. The women folk look first at the births, marriages and deaths, and the "personals," and if time presses may go no further. But the men, after glancing at the headings of local news, usually settle down to the Editorial. This adds to a paper's grip on its circulation, and is a decided factor in its value as an advertising medium. In this way the editorial page contributes to the monetary side of a newspaper, as well as to the influence exercised by the editor, whose personal contact with his constituency is, of course, altogether more intimate than that of the staff of a city daily.

IMPORTANCE OF CULTIVATING THE HOME FIELD.

The editorial page gives scope, too, for treatment of matters of a general character. Personally I am convinced that the success of the country press depends on the cultivation of the home field, and that the more they devote themselves to that field, the less they need fear the competition of the city papers, and the more confidently they can face the future. When the *Packet* wastes space upon general "news" it is a sign that home copy is scarce, or that the staff is loafing, or that for some other reason the reporting department has not kept up with the insatiable demands of the linotype.

Even the editorial page is probably the better if it has a decidedly local color. But by this I do not mean that editorial comment should be confined to local topics. While readers who take a city daily will not look in the home paper for news of Parliament, or the war or commercial conditions, they will willingly enough read the editor's opinions on these subjects, especially if these opinions are a bit original and independent, and though it may be known that the editor has no more intimate knowledge of the subjects he is dealing with than the average readers, often too these general topics can be treated from a local aspect.

But upon local issues readers may reasonably look to the home paper for leadership based upon intimate acquaintance with all the details of the situation. It seems to me part of an editor's duty to inform himself upon municipal politics. In process of time he will naturally become more intimately acquainted with the town's business, past and present, than the members of Council, or School Board, and will come to wield a corresponding influence both with the public and with these bodies.

FREE FROM PARTY DOMINATION

This brings me to my final "point" upon which I have already touched, and that is the question of political independence. The country press will, I think, grow in influence much in proportion as it frees itself from the shackles of party domination. I do not advocate independence in the sense of an entire repudiation of party affiliations in towns where there is more than one paper. Neutrality may be justified in a field where there is not room for more than one paper, and where political discussion would invite a rival. But it is hard for an individual to retain influence if he is continually shifting from one side to the other, and harder still for a journal to retain either influence or circulation. A man or a paper must choose his associates and work with them. But the weekly press can do a great service to the country and to both political parties, if, while

adopting one point of view or the other, as temperament or circumstances may determine, editors will make their comment frank and sincere, and will refuse to abject subservience to any party or leader. The country press will thus add to its influence, not only with its readers, but also with the politicians.

The papers of the towns and villages of Canada can likewise do a real service to their constituencies by ameliorating the acerbity of political discussion during election campaigns, and by refraining from keeping their communities in a state of political turmoil between elections. I cannot conceive a heavier curse that could fall upon a town than to have two papers which are continually pounding the party drums. Between elections, the first object should surely be to unite all parties to as great an extent as possible in constructive work for the community.

I hope I have indicated my belief that great opportunities for power and usefulness lie in the development of the editorial department of the weekly press. The form and mould of the editorial depend upon the temperament of the editor. Some will have the gift of "turning" a good short paragraph while others will take naturally to the longer article. This is a matter of individual disposition, and does not affect the main question. The important thing is that in all our editorial work there shall be the ring of sincerity, of independence; of devotion to the interests of our several communities, coupled with consideration for the welfare of the whole Dominion and of the broader Empire which is to-day, as in the past, the chief bulwark of freedom and civilization. If this is the spirit of the country press, it will, I am convinced, play a not insignificant part in the building up of a great nation.

Western Associated Press

THE annual meeting of members of the Western Associated Press, Limited, the co-operative news gathering and distributing organization of Western Canada, brought together at Winnipeg on October 2 a large and representative gathering of daily newspaper publishers between the head of the lakes and the Pacific Coast. A number of matters of common interest were discussed, and particularly the news print situation was dealt with.

The following were elected directors for the ensuing year: E. B. MacKay, Port Arthur *News;* D. Smith, Fort William *Times-Journal;* E. H. Macklin and J. W. Dafoe, Manitoba *Free Press;* Chas. F. Roland and Edward Beck, Winnipeg *Telegram;* R. L. Richardson and J. J. Moncrieff, Winnipeg *Tribune;* W. F. Kerr, Regina *Leader;* Thos. Miller, Moose Jaw *Times;* W. G. Cates, Moose Jaw *News;* W. F. Herman, Saskatoon *Star;* H. M. Hueston, Prince Albert *Herald;* Hon. W. A. Buchanan, M.P., Lethbridge *Herald;* J. H. Woods, Calgary *Herald;* W. M. Davidson, Calgary *Albertan;* Hon. Frank Oliver, M.P., Edmonton *Bulletin;* M. R. Jennings, Edmonton *Journal;* R. Sutherland, Nelson *News;* and F. J. Burd, Vancouver *Province.*

J. H. Woods was re-elected chairman of the news distribution committee.

At a subsequent meeting of directors, officers were re-elected as follows: President, E. H. Macklin; vice-president, R. L. Richardson; treasurer, C. F. Roland; and secretary, J. F. B. Livesay

$1.50 Rate for Essex and Kent — Officers Elected

THE $1.50 subscription rate has been definitely decided upon by the weeklies of Essex and Kent Counties. That was the decision arrived at by the annual meeting of the Essex and Kent Counties Press Association, held at Windsor on Friday, October 20, and also by a meeting of the Kent publishers subsequently held at Chatham. It was proposed at the Windsor meeting to make the increase December 1, but the Kent men decided that January 1 would suit them better, so it will probably be December 1 for Essex and a month later for Kent. However, dates are not so important as the big fact that these two Western Ontario Counties have distinctly booked their passage on the $1.50 ship. There are now only comparatively few counties in Western Ontario that have not decided on this fair and reasonable increase and it is hoped these will be in line shortly.

At previous meetings the Essex and Kent weekly publishers considered the low price of competing daily newspapers a serious obstacle to raising the price of the weeklies, but with the increases in rate of the London and Windsor papers, and the announced intention of the Chatham dailies to raise their rate to $2.50 on rural routes and $3 to other mail subscribers, this difficulty was satisfactorily removed. The Windsor and Chatham weekly editions of dailies will raise to $1.50, along with the rural weeklies throughout the two counties.

Another very important matter taken up at the Windsor meeting was job printing prices. The Essex and Kent price list was revised in an upward direction to the extent of about 25 per cent.

The officers elected for the ensuing year were: President, A. C. Woodward, Chatham *News;* Vice-President, W. N. Hellems, Kingsville *Reporter;* Secretary, W. R. Davies, Thamesville *Herald;* Executive— R. N. Epplet, Wheatley *Journal;* P. H. Bowyer, Ridgetown *Dominion;* A. W. Marsh, Amherstburg *Echo;* B. Lane, Leamington *Post.*

Those present at the Windsor meeting were: S. Stephenson, Chatham *Planet;* A. C. Woodward, Chatham *News;* J. A. McKay, W. H. Adams, Windsor *Record;* W. N. Hellems, Kingsville *Reporter;* W. R. Davies, Thamesville *Herald;* P. H. Bowyer, Ridgetown *Dominion;* A. W. Marsh, John Auld, Amherstburg *Echo;* R. R. Brett, Essex *Free Press;* E. E. Lancaster, Comber *Herald;* B. Lane, A. A. Whitwam, Leamington *Post;* R. N. Epplet, Wheatley *Journal;* J. M. Denholm, Blenheim *News-Tribune:* A. R. Alloway, Assistant Manager, Canadian Press Association, Inc., Toronto.

Eastern Publishers Meet

A MEETING of a number of the weekly publishers of the Province of Quebec and Eastern Townships, met at Sherbrooke on October 25, under the auspices of the Canadian Press Association. The meeting was called to meet the president of the Canadian Press Association, J. G. Elliott, and E. Roy Sayles, chairman of the weekly section of the Canadian Press Association.

The outcome of the meeting was a resolution in which the weekly men put themselves on record that in view of the present paper situation they would have to advance the price to $1.50 yearly. During the session, addresses were made by Mr. Elliott, Mr. Sayles, E. F. Slack, managing director of *The Montreal Gazette,* and Mr. J. N. Chevrier, of *Le Devoir,* Montreal.

The annual meeting of the Eastern Townships Press Association subsequently took place. H. Logie presided.

The election of officers resulted as follows: President, F. Fortin, *La Tribune,* Sherbrooke; Vice-president, Mr. Glassy, *Times-Guardian,* Richmond; Secretary, J. P. Watson, *Record,* Sherbrooke; Executive, L. E. Belanger, *Le Progress,* Sherbrooke; B. Saunders, *Chronicle,* Cookshire; J. J. Ryan, *Advertiser,* Waterloo.

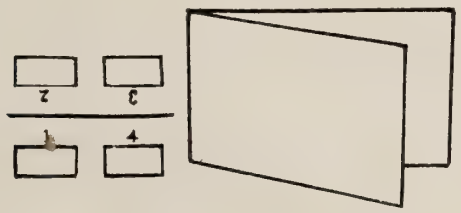
Imposition for Hand and Machine Folding

Instruction for Apprentices—The Basic Idea—Rules to be Memorized

By P. O. WELL

LAST month the simplest forms—4 pages octavo and four pages laid the long way for saving in cover stock—were printed in PRINTER AND PUBLISHER. The reception accorded this preliminary in imposition for boys, young or old, encourages us to further illustrate the "laying" of forms. The "folds" illustrated are perhaps the most valuable to the one who desires to understand imposition. It is easy to commit to memory the placing of pages, but the folding of the printed sheet is another thing. Hours are saved in the binding of a job by the simple transposition of pages. And hours are lost if the wrong fold has to be made. The idea in hand-folding is to so impose the form that the printed sheet has never to be turned over to make a fold. In machine folding the reverse is the rule, for it is the turning of the sheet that enables the sheet rollers to complete the fold of a 16, 24 or 32-page form. The illustrations here given are for hand or machine fold. Machine fold diagrams are furnished with most folding machines. Therefore the object of the lessons on imposition is to get the real ground-work of imposition—the fixing of the margins of the printed sheet and the placing of the furniture between the type pages. After the ground-work is mastered, the problems of imposition are easy. A good stonehand, using mental arithmetic, accurately figures the furniture between pages as he lifts the chase over the form. While the amateur will waste 15 minutes or more gauging and looking for a sheet of the stock the job is to be printed on.

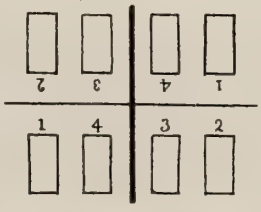
The stock, for this style of work, should be trimmed all round before it goes to the pressman. The sheet is fed



A Four-page Broad way.

from opposite ends. Therefore, the form should be printed exactly in the centre of the sheet so that the "register" or backing up of the form will be perfect. It is impossible to turn out a neat job unless the pages accurately register.

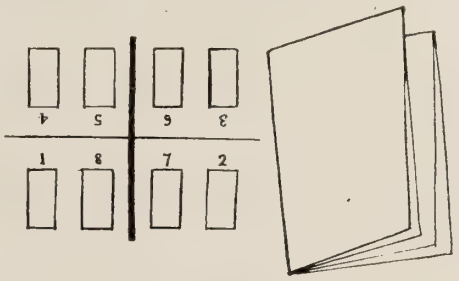
This form is laid so that when the sheet is turned the same edge of the paper, top and at the side, will always be



B—Double 4-Page Form.

the same at the feed gauges. It is used on long runs when electros or stereos and the type are used, to double up the run and save half the press work. Or it may be used on two jobs of equal number of impressions. Start at the lower left-hand corner with page one, then to the lower right-hand corner with page 2, page 3 alongside 2, and page 4 alongside page 1. Repeat the top layer as per diagram. In placing pages the first page and the last page side by side will always total one more than the number of pages in the form. The same is true all through any form. Thus, in an eight-page form pages 1 and 8 total 9, pages 4 and 5 total 9, pages 2 and 7 total 9, pages 6 and 3 total 9.

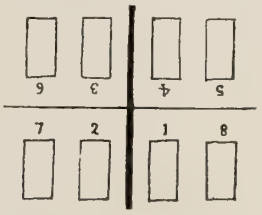
This form requires no explanation, other than to say, that the lowest odd page in any form must be, with the foot turned towards the stonehand, at his left hand. Re-



8-Page Form and Fold.

member this rule. Cross-bars dividing chases are nothing more than two or four chases joined together. Therefore, every odd page must be either at the outside of the left-hand corner or next to the chase bar. The illustrations all show this.

The object of laying a form from the inside is that frequently pages 1 and 2 are open—that is, do not contain much type. The cylinder or platen thus has not the same



D 8-Page Form Laid From the Inside.

chance to make a solid, even impression. The rollers also work better when solid pages are at each corner of a form.

The setting down here in a few words of how the expert goes about his work is not to confuse the mind of the apprentice, but rather to urge him to pay close attention each month to the lesson. The problem will unfold very easily if this is done.

Next month two other necessary styles of eight-page forms and folds will be reviewed and a 16-page form and fold.

News Print in U.S.A. to be 3¼ Cents

THE International Paper Company has announced that the price of news print delivered for 1917 will be at the rate of 3¼ cents a pound. The contract price for 1916 was 2¼ cents. The Federal Trade Commission has requested the publishers of large Sunday newspapers to reduce their size to conserve the news print paper supply and possibly prevent the suspension of small newspapers.

A Cost System for Manufacturers

THE Federal Trade Commission of Washington, D.C., have issued a pamphlet entitled "Fundamentals of a Cost System for Manufacturers" which will be sent free upon application. Below is the circular letter which accompanies this pamphlet.

To the American Manufacturers:

"The Federal Trade Commission has found that an amazing number of manufacturers, particularly the smaller ones, have no adequate system for determining their costs and price their goods arbitrarily. It is evident that there must be improvement in this direction before competition can be placed on a sound economic basis.

"With the object of aiding in the improvement of business generally we have endeavored in this pamphlet to show briefly the importance of accurate manufacturing costs and the fundamental principles underlying them. I commend it to your attention and feel satisfied that if you will read it carefully you will find many helpful suggestions.

"The pamphlet has been prepared under my direction by Mr. Robert E. Belt, Chief Accountant, and Mr. R. W. Gardiner, assistant.

"Trusting we may have your hearty coöperation, I am,

"Very respectfully yours,"

"EDWARD N. HURLEY, *Chairman.*"

This news item is a suggestion to printers and publishers in Canada to write for a copy of the pamphlet. In Canada there are many manufacturers, among whom are to be included printers and publishers, who lack a cost system or whose cost system is defective. Here is a chance to get a very carefully prepared cost system gratis and the better for having been prepared for general, not specific, use. In this way the *principles* underlying a cost system are provided, and with principles clearly revealed it will be an easy matter to adopt the cost system to any particular business.

Standing Type

IN THE course of a lecture on the "Cost of Standing Type" given recently, E. W. Wormald, of London, Eng., said: "It is the duty of the overseer or manager to keep standing only those formes that your customer requires, or as a business speculation that you may reasonably expect to come into use again, otherwise the interest on capital lying idle and depreciation will swell your expenses abnormally. Having found the total of the hours of standing matter used for the year, we compare it with the two preceding years and strike an average. We divide the expenses by 52 to give the weekly average, and balance weekly by debiting the average weekly expense, and crediting the number of hours brought into use for the week. Incidentally this also enables you to see how the department is going on, and whether you are receiving the average proportion of repeat orders."

Christmas Printing and Plans

IT IS by no means too early for printers and publishers to begin the solicitation of Christmas business, and this year, in view of the country's great prosperity much business should be secured.

The sure way to get business and lots of it is to take definite suggestions to prospects—to be creative, in other words. There is the obvious and inevitable business, openly competed for; and there is that special and profitable class of business which results from ideas.

PRINTER AND PUBLISHER has so frequently outlined what it means by creative salesmanship in the selling of printing and publishers' white space, that it is scarcely necessary to tramp over the same ground; and yet a few concrete suggestions will perhaps be welcomed.

Almost every retailer believes that in his stock are items suitable as gifts. Get these retailers to assemble these items in classified form and have them printed as a leaflet or as an advertisement in a newspaper. By classified is meant arranging the gift suggestions under definite headings—gifts for a man, gifts for a woman, etc.; useful gifts; gifts of service; gifts of silver; gifts at 50c. or less; gifts at $1 or less, etc., etc.

Restaurants and hotels will probably be preparing special Christmas and New Year's menus. These should be published, and printed on attractive menu cards.

"Making the Winter Comfortable" is a suggestion which some should be able to turn to account.

During December and after, numerous concerts and church entertainments will be held; and other occasions for which printing and publicity should be used. Dig into this suggestion. Find out, long in advance, what's on, and canvass definitely with suggestions and dummies and get the business.

Auction sales and farm sales will be numerous in many localities in the months ahead. By being forehanded and helpful printers and publishers ought to be able to gather in some good business.

These brief and scanty suggestions are designed to set minds revolving and resolving and to put vim and vigor into legs. The way to get more business is to go after it—hard, intelligently, enthusiastically, with suggestions. The way to dull or minimum business is to just wait for it to come to you.

The majority of men belong to the waiting class. The exceptional and successful man compels business, this by boldly bidding for it by aggressive canvassing.

Canada's Export of Paper

SOME twenty-four years ago a lone Argonaut ventured into the unknown seas of foreign trade and shipped out $91 worth of paper. Who this brave voyageur was is not known, but perhaps some day a historian will do adequate justice to this pioneer in the paper export field. The first shipment of paper was made in 1892, and as stated above, was valued at $91. Last year Canada exported over $15,500,000 worth, while in the past three months we have exported $4,600,000 worth, or $1,000,000 more than in the corresponding months of 1915.

Between the line $91 and the $15,500,000 of last year there is a great gap fixed—a gap bridged by the initiative, foresight, courage and technical skill of our paper-makers and captains of industry. The following table showing our exports at intervals of a few years, is highly significant:

Year.	Exports.
1892	$ 91
1902	24,000
1912	3,881,000
1913	6,327,000
1915	15,509,000

This year it is expected that our exports will approach the $20,000,000 mark, a far cry from the initial export business transacted less than a quarter of a century ago.—*Pulp and Paper Magazine of Canada.*

LONDON employers have granted an increase in wages, with an agreement running for three years. The advance amounted to $2 per week for hand men on newspapers and $3 per week for others.

The Association of Canadian Advertisers

Annual Meeting—The A.C.A. Has Grievances and Solutions—Wants Quality Rather than Quantity Circulations—Is All "Het Up" Over Objectionable Advertising—Is Locking Horns with Toronto Publishers

LAST month in Toronto the Association of Canadian Advertisers held its third annual meeting, and put itself on record in no uncertain way. The fruits of its deliberations and conclusions will be in evidence during the next twelve months—and a good many publishers will find the fruits bitter.

The A. C. A. is, as its name clearly designates, an association of Canadian advertisers, leagued together for protective and constructive purposes. The publishers are unified in the Canadian Press Association; why should not advertisers have a similar association? The publishers, through the Canadian Press Association read the Riot Act to advertisers when advertisers are naughty and tread on the publishers' toes. Why should not advertisers read the riot act to publishers when publishers are naughty and hurt the feelings of the purse carriers?

WON'T STAND FOR OBJECTIONABLE ADVERTISING

The Association of Canadian Advertisers is against objectionable advertising and against those publishers who carry advertising of the objectionable variety. (B. H. Bramble, advertising manager of the Goodyear Tire and Rubber Co. of Canada, wrote on this at length in the September number of PRINTER AND PUBLISHER.)

So is the Canadian Press Association—and this means the publishers of Canada — against objectionable advertising, and has made itself very clear on this subject; but when publishers go away from the annual meetings of the Canadian Press Association, the fine frenzy of a Canadian Press Association gathering in respect to many members, subsides; and like the man who wants to be good while the preacher is preaching, but who continues his sinfulness unabated when Monday comes, so the publisher when he gets home, and discovers that he needs the money, may forget, Schermerhorn of the Detroit *Times* and the "carried unanimously" of certain fine Canadian Press Association resolutions, and may continue a sinner.

This year the A. C. A. will endeavor in a quiet yet effective way to adminster some wholesome discipline to those publishers who want to run with the hare and hunt with the hounds. This discipline will probably take the form of showing preference for those newspapers which are honest in their purpose to exclude objectionable advertising from their columns.

COLD-BLOODED BUSINESS THE REASON

The Association of Canadian Advertisers does not pose as a reformer. No spirit of altruism animates its discussions and decisions. It is just cold-blooded business. The presence of objectionable advertising subtracts something —perhaps much—from the force and effectiveness, and therefore the results, of good-class advertising. This means that the reputable advertiser's advertising is costing him more than it should; that its value is discounted.

Quite apart from the question of cost is this consideration; offensive and exaggerated advertising robs all better advertising of its right to be believed, or believed to the full; and so good advertising, is not only discredited by being seen in bad company, but its very word is doubted.

Now an advertiser has no right to require the publisher to eliminate the advertising declared to be objectionable—offensive or exaggerated or false; but he has a perfect right to bargain with the publishers, saying, "If you omit the kind of advertising commonly described as objectionable I'll give you my advertising." And the advertiser also has the right to pass up a publication or turn down its solicitor if he doesn't choose to use it. And there is no use in the publishers calling the advertiser names when the advertiser exercises his right; and there is no use in the advertiser's feeling sore if and when the publisher exercises *his* rights.

When it is all done and said, the question becomes: Which policy pays the publisher best—in the long run?—to keep on taking all the objectionable advertising offered him, and taking his chances on getting advertising of the other sort? or to throw out the objectionable advertising hide, hoof and horns, accepting present loss cheerfully and confidently, for the sake of ultimate greater gain? It is really a matter of arithmetic coupled with foresight,—and foresight is a very poorly developed faculty in most of us.

THE NEW YORK TRIBUNE

Dick Waldo, as his friends call him, of the New York *Tribune*, is playing the game along lines boldly declared; he closes the columns of the publication for whose success as an advertising medium he is responsible, tight against the offensive, exaggerated and fraudulent advertiser. When advertising manager of *Good Housekeeping*, he took his stand flat-footed, and he won out brilliantly, not alone for *Good Housekeeping*, but for himself as a successful manager. He is now business manager of the New York *Tribune*, and is carrying out in connection with that great newspaper the same bold, long-headed policy. He has Samuel Hopkins Adams, a novelist, journalist and David, on his staff to help him win his battles, and Adams throws numerous little round stones at Philistine Goliath's head. The big department stores of New York are not spared. One great Sixth Avenue Store was "slammed" by the *Tribune*, and a pretty libel suit followed. Now Waldo plus Adams is refusing, by public proclamation, the advistising of Gimbel Bros.—a giant department store of New York, charging them, with specific instance, with abusing the rights and privileges of publicity by misstatements. ""The store has been employing advertising," Mr. Adams says in a full page *Tribune* statement, "not for its proper purpose of pointing the way to sound values and desirable goods at desirable prices; but to trick the public with false claims of value into buying merchandise above normal price." Here the publisher wields the big stick, and an advertiser gets whacked. And all honest advertisers are saying—"Go to it, Waldo, give it to them and their kind good and plenty."

The New York *Tribune* is bound to carry less advertising for a time, at any rate; but ultimately it will secure all the good, clean advertising it is entitled to, at a very good rate. Dick Waldo, PRINTER AND PUBLISHER believes, is animated by something higher than "which pays best?" in this campaign of his. He is a believer in Truth for Truth's sake—not for money's sake.

DO RICHES MAKE MEN RIGHTEOUS?

Now there are some hundreds of publishers in Canada saying—"If we were able to afford it, we too would be good; but until we are hedged about with ample funds, we

can't afford to be very good, and so will just keep on sinning a little bit or a big bit—until we are rich; then—then—we'll be good and respectable and virtuous and preachers of loftiness and righteousness."

And it is but right to say that there are some men in Canada connected with the business and advertising departments of newspapers who believe that the only sure way to final goodness or whiteness is by being good and clean right now—let the cost to them be what it may.

BIG CIRCULATION NOT WORSHIPPED

The Association of Canadian Advertisers, it will surprise many publishers to learn, is not bowing down before the God of Biggest Circulation. The Association is really becoming very saucy, very impertinent: it wants to know:

How has your circulation been secured?

Do you use premiums to get it?

How much of the subscription price does the canvasser put in his pocket, and how much do you get?

How many of your subscribers are paid up? How many six months in arrears? How many one year in arrears?

What percentage of your list represents renewals?

Who are your subscribers, anyway? Are they rich or poor, or women, or business men?

What do they want your paper for?—entertainment, markets, news, sporting news, fashions, stories, inspiration, help?

How are they distributed territorially?

How much do they pay for your publication?—a right price, or any old price?

What the national advertiser is after, with increasing insistence, is circulation that represents quality, purchasing power, responsiveness to advertising appeal. He is beginning to protest, with power against unvaluable circulation, or spurious circulation — waste circulation, if you like the term better. Sporting editions circulation, when figured into the advertising rate, is circulation which the advertiser is declining to pay for—this by way of illustration.

Advertisers in Canada and the United States are willing to pay a good price for a good circulation, and they are demanding that the advertising rate shall be determined by the value of the circulation to them, and not by the quantity.

In this advertisers are really the friends of the publisher. They are saying to him plainly: Cease your mad efforts to build up big circulations and devote your energies to getting a valuable circulation; improve the reading quality of your paper. We'll pay you your price for circulation of this character. Quit your foolishness—save money or make money on your circulation instead of throwing it away by the handful, and then collecting the loss from us.

MAKING THE SUBSCRIBER PAY MORE

Just here is a sore point with advertisers. They feel that the loss on circulation is being recovered from them, and they are protesting, with power, against this policy. They are calling on publishers to load on the subscriber more of the costs of publishing, and the publishers are going to do it—some day.

Take a paper with 100,000 circulation. If it can collect only 10c. a month, or $1 a year from each of its regular readers, it represents an additional $100,000 a year income —something very nice indeed to contemplate.

Suppose that this increased revenue should be credited against the loss experienced in cutting out objectionable advertising: it would mean, at 1,000,000 lines at 10c. a line, or a hundred 10,000-line contracts. Figured out this way it would really seem possible to cut out the objectionable advertising *wholus bolus*, without a dollar of loss, to save a whole lot on white paper bills, to attract more better-class advertising, and produce a newspaper of greater value to the reader—giving him a much better paper for the extra 10 cents a month required of him.

But the majority of Canadian publishers—even the supposedly big calibred ones—haven't yet seen the light, haven't yet developed the moral backbone to say "By Jove, I'll take the step and let my opposition go hang." Which means that ethics and ideals are fine—purely as theories, and for fools.

A.C.A. AFTER TORONTO PUBLISHERS.

The Association of Canadian Advertisers has thrown a small-sized "Jack Johnson" into the trenches of the Toronto publishers, asking them to show cause why they should refuse to allow agency commission on the business of national advertisers, situate in Toronto, using Toronto dailies. It has been the custom of the Toronto dailies—the majority of them—to refuse agency commission on the business of national advertisers having their head office in Toronto or "within ten miles of the nearest city boundary." Thus no commission is allowed by Toronto papers on the Salada advertising, but is allowed on Red Rose Tea advertising, although the offices of the two companies are only a short stone's throw apart. The head office of Salada is in Toronto; the head office of Red Rose Tea is in St. Johns, N.B. But to all intents and purposes, the Red Rose Tea advertising in Toronto and Ontario has its origin in Toronto.

The argument of the Toronto daily men is: "We maintain men in Toronto to solicit advertising, and, therefore, we are not dependent on agencies for the advertising of national advertisers whose offices of decision are located in our local field."

Whether the argument is good or specious, PRINTER AND PUBLISHER is not concerning itself to determine. It is sufficient that both the agencies and the A.C.A. are of the opinion that the argument is unsound and a mere evidence of concerted power. Several times have agencies and advertisers challenged the Toronto publishers on this point, and there have been compromises and cryptic revisions of rules governing this class of advertising. Now the A.C.A. has put it up squarely to the publishers; and from what PRINTER AND PUBLISHER has heard, there is a probability of a further revision of the rules applying to this class of advertising—this notwithstanding an utterance at a session of the daily men at the last annual meeting of the C.P.A., which utterance was: "The fight (between Toronto publishers and agency men) has been long and severe, but the Toronto publishers would not now think of reversing their decision." We shall see what we shall see. Great is the power of concerted action, great the power of the love of money.

* * * *

The Association of Canadian Advertisers, it will be seen, is feeling its oats. It may appear to some, and at times, that the A.C.A. is organized in antagonism or opposition to publishers. PRINTER AND PUBLISHER believes that it would be quite unjust to view the A.C.A. as being unfriendly to publishers. It is inevitable that as buyers they must beware; but in the last analysis the interests and welfare of advertisers run parallel with those of publishers; and a perception of this fact should help to dissipate suspicions, and lead to a greater unity of endeavor to right wrongs, better conditions and to love one another for mutual advantage.

Should the Business Office be Abolished?

An Indictment of the Business Office – Some Personal Experiences— Advertisers Muzzle Editors—Degrading the Newspaper as a Medium of Influence—A Plea for the Great Newspaper

By EDWARD BECK, Editor The Winnipeg *Telegram*

This most trenchant article by the editor of the Winnipeg Free Press must evoke a sympathetic "Amen" from all editors who have been "gassed" by the Business Office—and what editor has not?

Mr. Beck's ringing appeal for the unhampered freedom of the editor should have its influence in making our Canadian newspapers greater and beneficient forces in national, civic and community life.

Mr. Beck's article takes on added interest in view of the fact that quite recently he suffered imprisonment and indignity because of his own fearlessness in commenting on a matter of public interest: namely, the affairs of the Commission in Winnipeg under the presidency of Mr. Justice Galt, the details of which have been noted by PRINTER AND PUBLISHER *in last month's and this month's issues.*

STEPHEN LEACOCK, who teaches political economy in McGill University as a business, and turns out humorous literature as a pastime, undertakes in his most recent book to answer the question: "Has a Professor any right to exist?" He admits that there is a *primâ facie* case against the Professor, but, after solemnly considering the subject from every angle, he is inclined to give him the benefit of the doubt. At least, he infers, there is no immediate necessity for wiping out the species. To do so, he suggests, would be not only heartless and cruel to the Professor, but might also, conceivably, inflict hardship upon his innocent dependents.

In considering the analogous question, "Should the business office be abolished?" we are at once beset by like humane considerations. Would it not be cruel and heartless to the business office, as well as death to its dependents, numbering amongst them, sad to relate, some of us who would most applaud its abolition? It is quite true, that from the editorial point of view, a *primâ facie* case can be made against the business office. Who it is that would sacrifice the finest editorial, or the best news story ever written, if it suited the purpose in hand, to the commercial exigencies of the newspaper? The business office! Who is it that insists at times, on omitting or subordinating facts, incriminating or otherwise, to oblige an advertiser? The business office! Who is it that ruthlessly tramples underfoot the best-laid plans of the make-up editor in order to crowd in late display copy? The business office! Who is it that arbitrarily orders the number of pages to comprise the day's issue, with a sordid eye on the cash-box and without regard to editorial requirements? The business office! Who is it that, if left to its own devices, would fill the paper with trade announcements, at so much a line, to the complete exclusion of all else? The business office!

REFORM RATHER THAN DISPENSE WITH THE BUSINESS OFFICE

But while these are counts in an indictment which defies defense, let us not too hastily nor too harshly condemn. Let us rather take a charitable view of the culprit's delinquencies. Let us see if he is not amenable to admonition and reproof. Let us attempt to reform before we start to remove him. For, let us confess, there is one good reason for treating him with consideration. It is the potent one to be found in the fact that on one day of the week, at least, even the most callous of editors recognizes the business office's right to exist. We are most ready to agree that, left entirely to himself, the wisest editor even might have difficulty in inducing the ghost to make his periodical weekly pilgrimage. For that, if for no other reason, we shall treat the business office with leniency instead of the rude justice which it undoubtedly merits. Should there be by any chance, a representative of the business office smuggled away in this great family gathering of distinguished newspaper editors, let him set his mind at rest. We do not at this time propose his complete annihilation. He may, perhaps, hear some unwelcome truths, but his extinction is not the end immediately aimed at.

Having advanced thus far, however—having admitted the right of the business office to exist—grudgingly, if you will—let us enquire, with all due respect, just how far that right should warrant the business office, or the spirit which it typifies, to attempt to influence or to control the editorial functions of the newspaper. Should the business office be permitted any voice whatever in the editorial control of the newspaper? If so, how far should the editorial policy — and by editorial policy, of course, is included that which finds expression in the news columns, and which is perhaps the more important part, as well as that which is advanced in double-leaded type on the editorial page—be permitted to be influenced by considerations arising in the business office?

We hear a great deal nowadays—rather too much in my opinion—about the commercial character of the newspaper. The newspaper, we are fond of saying, is after all a business institution, not much different from the making of soap or the vending of commodities. Some go so far as to argue that the newspaper has no other function than that of purveying the news of the day; that, no matter what it once was, or in what regard it was once held as a molder of public opinion and a leader of public thought, to-day it is nothing more than a mere town-crier; that it is entitled to no more and no less consideration than is given to those great hoardings with which philanthropic art lovers bedeck our city thoroughfares and country landscapes whereon to exploit the virtues of fifty-seven varieties of pickles and pills that are said to be worth a guinea a box. I do not hold with this view, nor do I believe that it is held by many conscientious newspaper editors. If, however, it is as common as we know it to be, is there not some reason for its prevalence? In the zeal to make the newspaper, above all, a paying proposition, a successful business enterprise, have we not, to too large an extent, lost sight of its ethical character? Have we not, as editors, been too prone to yield our views, our opinions, and sometimes our scruples, to the expediency of the business office? Have we not, in fact, encouraged the idea that the chief, if not the sole object of the newspaper is to make money for its owners?

Are we not in danger, in other words, of making the business office supreme, somewhat to our own undoing?

BANEFUL INFLUENCE OF THE BUSINESS OFFICE ON EDITORIAL POLICY

Concerning the aesthetic side of the question, if we may so term it, my conviction that the business office, or the spirit which animates it, is the *bete noir* of journalism, dates back to the beginning of my newspaper career. It is a conviction, too, that has grown with the years. One of my first assignments, as a cub reporter, came as an order from the city editor to go to a certain office in a certain building and to look into a certain man's mouth. I thought the assignment peculiar, but went without question. Arriving, I found it to be a dentist's office. The dentist was of the sort that advertises blatantly. He invited me to look into the mouth of a waiting patient on whom he was about to begin operations. I won't attempt, at this late day, to tell you what I saw. I returned to my city editor and reported. "Keep it in your mind till further notice," he said. For three weeks I "kept it in my mind," when I was again sent to the dental shop. I saw the same patient. He was now equipped with a brand new and up-to-date dental outfit. The dentist himself pointed out the marvellous change that had been wrought. Later I was required to turn in a column "Before and After" description of the subject, which was duly printed in the paper at so much a line. Then it was that I discovered that I had been employed on a "business office assignment." I have filled many others since that time, but long years of experience have failed to inure me to "business office assignments." I still have a distinct feeling of distaste whenever I hear of one.

I have known the business office to suppress, at the pleasure of the advertiser, many news stories of more or less importance. As a rule they were not of very great consequence, except as their suppression helped to create the impression in the minds of those concerned that the newspaper is a venal institution. The business office point of view may be illustrated by a typical instance.

A telegraphic dispatch brought word of the death of a well-known merchant of the town, who had gone to a distant State for the betterment of his health. It was a Saturday. The stores were accustomed to keep open on Saturday night. The man who had died had held a prominent place in the community. As was our custom, we had prepared to devote a column to a review of his life and to print his portrait. Just before the forms were closed the business manager came up in a state of some perturbation. "You have something about Mr. Blank's death?" he asked. "Well, you musn't print it. His firm doesn't want it to appear this afternoon because if it does they will have to close the store to-night and lose the benefit of their half-page advertisement." We expostulated. We said that the man's death was news to which the public were entitled. But all to little purpose. The obituary notice was "suppressed." The store kept open although its chief proprietor lay dead, and the firm got the full benefit of their half-page advertisement.

This is, perhaps, not a very impressive example of commercialism dominating a newspaper. Any experienced news editor will be able to recall a dozen more to the point. But it is typical of what we all know happens, with more or less frequency, in even the best regulated of newspaper establishments.

One of my earliest experiences with Canadian journalism had to do with the report of a fire in a very well-known hotel in Eastern Canada. A brief dispatch came in telling of the fire, and stating that the damage incurred would amount to $100,000. I sent for additional details and printed them, together with a picture of the hotel. I was somewhat mystified when the rival papers came in to find that one of them had no mention of the fire at all, while the other had a scant half-dozen lines concerning it printed in an inconspicuous corner. I received some enlightenment a little later when one of the vice-presidents of the corporation which owned the hotel came in, accompanied by his press-agent, and demanded of the proprietor of the newspaper what he meant by printing stuff that he must have known was calculated to injure the company's business. The proprietor offered due apology and I was cautioned against letting anything of that kind happen again. "They give us thousands of dollars' worth of job printing a year," said he. "We can't afford to offend them." This was distinctly, to me, a new phase of business office control of the news columns of a newspaper. There are those present better able than I to say whether it is at all typical of Canadian journalism.

ATTEMPTS OF ADVERTISERS TO INFLUENCE A PAPER'S POLICY

We all know something about the influence exerted or sought to be exerted upon the editorial and the news policies of our newspapers by the big advertisers. In New York and in some other large American cities it has been said that the big departmental stores, through their organizations, assert an almost unrestrained influence upon the utterances of the newspapers of those cities. While this influence is said to be exercised, if at all, on matters of no very great importance, being chiefly such as would, if printed, merely affect the social relations of the store proprietors or those of their immediate circle of friends, it is none the less pernicious and to be deplored.

In some places, too, it is no longer a trade secret that fair and unbiassed criticism of the theatre is fast becoming impossible owing to the fact that the theatre-owners control the expressions of the newspapers through the medium of the counting-rooms.

It is not alone in the big cities, however, but also in the smaller communities that the advertiser is gradually and with more or less success assuming the right to a voice in shaping the policies of the mediums in which he advertises. I have known a certain group of advertisers to combine to discipline certain newspapers because they disliked the attitude of those newspapers on the question of prohibition. I have known of instances where the newspaper policy of an entire community on some local issue was dictated by influential advertisers, whom the newspapers were anxious to please or, at least, not to offend. Not infrequently, interference by the advertiser with the editorial function stops the editor from pleading for what he knows to be the right things for his community.

Speaking of this combination of big advertisers for the purpose of exerting an undue influence on the newspapers, the editor of the *Fourth Estate* says: "There must be a radical change in the source from which a newspaper's revenues are obtained. Advertising must be secured from a large number of merchants, so that combinations will be impossible. A newspaper publisher cannot do so much in the line of real conscientious community building to-day as he could if he were not so dependent on mass advertising. If he wishes to criticize a policy which he believes demands criticism, he is immediately confronted with the fact that a few powerful interests control the bulk of his sources of income."

IS THE TENDENCY TO YIELD TO FINANCIAL CONSIDERATIONS?

It is not to be supposed that newspapers yield their independence in this respect willingly, but how many newspaper editors are there who have not come under the baneful effect of the "big stick" in the hands of the advertiser? With some newspapers the "big stick" is more successful than it is with others. There are still many newspaper

owners who are wise enough to know that an unfettered freedom of opinion is, despite the sordid trend of the times, the biggest asset. They will do nothing that will help to destroy it. Buyers of advertising space buy advertising space and nothing but advertising space in these newspapers. Neither do I mean to infer that all or any considerable number of our newspapers are subservient to the exigencies of the business office. On the contrary, I know of several very notable exceptions. I recall, in particular at the present time, a Canadian city in which one of the biggest advertisers is boycotting two newspapers, because of their refusal to permit the advertiser to dictate the newspapers' policy upon a question of public interest. I think the advertiser will lose out in the quarrel. The tendency of the times is, however, I fear, to give way to the power that controls the money-bags; newspaper editors, if they are alive to their duty, will strive against that tendency.

Coupled with the questions growing out of the relations of the newspaper with the advertisers from whom it gets the bulk of its revenue, and who are, more and more, demanding and obtaining a voice in the policy-making of the newspaper, there is the question of newspaper ownership itself. Is it a good thing for the people to allow the public press, or any part of it, to be owned or controlled by individuals or interests with ulterior ends in view? Most of us have come in contact with such things.

A few years ago it was quite a common practice in the United States for rich men and wealthy corporations to buy up newspapers and to attempt to use them to influence public opinion for their own selfish ends. Most of these efforts were frustrated, however, because newspaper readers are less credulous than they once were. The millionaires found it easy enough to acquire ownership of the newspapers, to buy machinery, and to spend money lavishly in an effort to control public opinion, but their efforts lacked the hallmark of honest conviction. The papers under their domination dwindled and lost prestige. Some of them died. There is something about a "kept" newspaper which invariably betrays its character. Despite Barnum's dictum the people do not like to be humbugged, at least where their newspaper press is concerned.

THE COMMERCIALIZATION OF NEWSPAPERS IN HISTORY

Speaking of this period of the history of American journalism, a writer in the *Encyclopedia Britannica* says: "The great accumulation of private fortunes also changed the newspapers. Millionaires came to think it advantageous to own newspapers, openly or secretly, which could be conducted without reference to direct profits, for the sake, primarily, of political, social or business considerations. To secure large circulations for such enterprises they were willing to sell the paper for long periods at much below the cost of manufacture, and to spend money for news and writers more lavishly than the legitimate business of established journals would allow. Great business corporations seeking for favorable or fearing adverse legislation sometimes made secret newspaper investments for the same purpose."

The effect of this upon the legitimate business of newspaper production was, naturally, unhealthy, pernicious and generally bad. It led to unwise and ill-advised business methods, some of which still survive, such as selling newspapers at much below the cost of production, as well as to undue rivalry for circulation and for advertising patronage. Its effects upon public opinion was no less regrettable, since it served to undermine the people's confidence in the public press. One result was the passage by Congress of a law which makes it compulsory for all newspapers published in the United States to furnish the government, at stated periods, with a sworn statement giving the names of all of their owners, direct and indirect, and to print the same in their own columns.

It were too much to expect, perhaps, that Canada should have escaped this attempt of the predatory interests to control our newspapers. In fact, if common reports are to be accepted, there are several notable instances to be found in the annals of Canadian journalism, of efforts to prevert a free press to serve the necessities of private and not over scrupulous interests. Let us hope that such examples, if any there are, are limited in number and of no greater effect than those on the other side of the border. Whether a law such as that referred to as existing in the States, which would compel our own newspapers to disclose their true ownership, would be of assistance in maintaining a free and untrammeled press in Canada, is open to argument.

EDITORIAL DEPARTMENTS OF ENGLISH NEWSPAPERS INDEPENDENT

In England, I am told, the commercialization of the newspaper has never reached the stage which it has on this side of the Atlantic. There, the newspaper is still regarded as the advocate of human rights, the voice of the people, the leader and molder of public opinion, rather than as a mere business enterprise. To emphasize this distinction, some of the London newspapers keep their editorial and business departments entirely apart, under separate roofs, in buildings distinctly removed from each other. The business offices in connection with these newspapers are not required to know even that the editors exist or *vice versa*.

In the very earliest newspapers the business office, as such, was unknown. The editor was the whole thing. The newspaper was born because some writer was inspired with a message for the people. The printing of the intelligence of the day came as an afterthought. The paid advertisement was the development of still later years. The reader only was at first considered. The newspaper existed for him, and not for the advertiser. His interest was the only one to be served.

In more recent times the great newspapers with which we are best acquainted were created by men who held the dual office of editor and publisher—editor first and publisher afterward. They were newspapers of the type founded by Greeley, Dana, Pullitzer and Bennett, and in Canada by such men as George Brown and his contemporaries. They stood out because there was personality behind them, courage, high-mindedness and devotion to the public welfare. Commercialism had not then set its mark upon journalism.

It would not be fair to deny, nor do I deny, that much of our modern development in newspaper making would be wanting but for the ingenuity and enterprise of the men who direct the business side of our newspapers. As I intimated before, I am not suggesting that we could get along without them. The business of newspaper publishing would probably come to a standstill if the sources of revenue were ignored. What I am contending for, is, however, the entire freedom of the newspaper from the dictation of those who contribute to its support through the advertising columns. My contention is that the advertiser should be made to understand that he gets "value received" in his advertising and that the editorial policy of the newspaper, in big things and little, is a matter distinct and apart from the newspaper's function as an advertising medium.

HONESTY THE BEST COMMERCIAL POLICY

Reviewing the marvellous advances made in the production of newspapers, the perfecting and multiplying of mechanical contrivances, the improved methods of news-

gathering, and all the vast organization which contributes to the modern newspaper press, an authority sums up thus:

"But for a high ideal of public responsibility and duty, conjoined with high culture and with great 'staying power' in the editorial rooms all these marvels of ingenuity—which now combine to develop public opinion in great public interests, and to guide it—would be nothing better than a vast mechanism for making money out of man's natural aptitude to spend his time either in telling or hearing some new thing. A newspaper, after all, *is* essentially a business, conducted by its proprietors for gain. That the commercial motive is a danger to honest journals is obvious, were it not indeed that here as elsewhere honesty is in the long run the best commercial policy."

I would go a step further than this, however, and say that not only can no self-respecting newspaper afford to be dishonest for selfish reasons but that no newspaper can achieve a great and lasting success that does not hold itself free from the dictation of selfish interests. The most influential as well as the most successful newspapers we have in Canada to-day are those which place the public interest first and private gain second. With these newspapers, the business office, as I have described it, will never be permitted to become the dominating influence. On the contrary, the great newspaper of the future, like that of the past, will seek first the kingdom of righteousness and all other things will be added to it.

Newspaper Humor in Toronto

THE Toronto *World* amuses itself and many more by publishing with much frequency skits in the vernacular in which John Ross Robertson, of the Toronto *Telegram*, and the *Globe* editors and publishers figure faithfully. Here is one example of the *World's* imaginary conversations

John: What's bitin' yuh, Josephus, an' what's the undertaker's coat ov sobs on fur?

Jo: Brother, it is not without moments of gloom that one sees one's plans for uplift and for church consolidation, and for the moral reconstruction of the Liberal party delayed in realization by circumstances and circumvention; one's plans of unionizing into one great harmonious whole these stupendous forces, making them at once a dynamic and institutional engine wherewith Brother Rowell and myself might help the mothers and the fathers of our country.

John: I knowd you'd be steam-rolled, Joe, when yuh took to mixin' two-cent beer with cold water an' makin' moral shandy-gaff outen a peepul's tears——

Jo: Brother, it takes six two per cent. beers to do what one of strong ale could do, and——

John: Josephus Atkinson, yuh ain't th' firs' man what cudn't mix his drinks. But yuh needn't be so gloom-struck. Lyon Stoort is sittin' in a big new room down to th' *Globe* with "managin' editur" on the door, an' th' Preach is herded in a little pen with th' horse reporter an' a' taller candel between them, an' a little shingle readin' "Th' Doc an' th' Jedg."

Cleveland's Printing Industry

SEVENTY-FIVE years ago Cleveland had four newspaper plants and one job office, that of Sanford & Lott. To-day Cleveland, which claims to be the sixth city in the United States, rates printing as the sixth product of the city in value. There are said to be at the present time 306 separate printing houses, doing a business claimed to total $13,000,000, and 16 firms engaged in lithographic work.

Agency and Advertising Items

John Lee Matim, New York, was in Toronto last month.

A. McKim, Ltd., Montreal, and Smith, Denne & Moore, have joined the A. B. C.

A. J. Denne, of Smith, Denne & Moore, Toronto attended the 25th anniversay banquet of the New York Sphinx Club.

R. J. Ralph, recently with the Acton Publishing Company, is with the Norris-Patterson Agency, Toronto, in its Copy and Art Department.

The writing and placing of the advertising in connection with the British Red Cross appeal were handled by the J. J. Gibbons Agency, Toronto.

"Lactagol," a tonic preparation, manufactured by E. T. Pearson Co., London, Eng., is being advertised in Canada through the magazines. The account is with the Norris-Patterson Agency, Toronto.

The Toronto Ad. Club has ceased to exist, and is not likely to be revived. Its career has been strenuous since its organization in 1911, but the pressure in the end proved too much for its strength.

W. G. Colgate, recently with McConnell & Fergusson, London, is now with Smith, Denne & Moore, advertising agents, Toronto. Mr. Colgate was formerly with the Gagnier Agency and with the Toronto Furniture Co.

A broad and comprehensive advertising campaign to educate the public to the admirable qualities of rice as a food is to be inaugurated by the Southern Rice Growers' Association and the mills and business men generally of Texas, Louisiana and Arkansas will be urged to participate in the movement.

H. E. Morgan, who is at present in Canada in connection with the war work of the British Government, is a printer—comptroller of W. H. Smith & Sons, of London, printers, newsdealers and advertising agents. He is also a forceful, creative advertising agent; also a writer on business subjects and the author of at least one book on the subject of business.

He is a brilliant man, an incisive and able speaker, and a fountain of energy. The recognition of his abilities and the employment of his genius by the British Government constitute a fine tribute to Mr. Morgan and are a compliment to the business of printing and advertising.

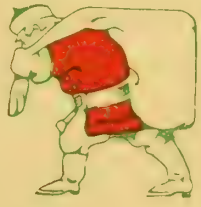
In *The Presbyterian*, Toronto, in its issue of Oct. 26, Jno. C. Kirkwood had an article on the subject of church advertising, in which he declares that advertising by the churches of Canada is coming soon — the advertising of religion, church attendances and missions. He suggests that the money for a national campaign should be provided by the churches' appropriating definite sums for advertising and including these sums in their budgets.

J. J. GIBBONS, the Toronto advertising agent, was captain of a team in Toronto for the collection last month of Red Cross funds. Mr. Gibbons' team stood head and shoulders above all other teams in the amounts each team collected—evidence of his own initiative and energy. Mr. Gibbons sent many telegraphic appeals to eminent Americans and American business firms, many of whom responded very liberally.

Educational Printers' Campaign in Montreal

THE Montreal Printers' Board of Trade have decided to embark on an educational campaign during the coming winter. It is proposed to have addresses on the various phases of the craft by those best qualified to speak, and the Board is in communication with "craft leaders" with that end in view.

THE printer's prospect for increased holiday printing depends to a large extent upon his ability to suggest and plan advertising for the merchant. Now is the time to prepare if you hope to reap your share of the business. Sell your *ideas* with your printed product.



CHRISTMAS CHORAL SERVICE

SAINT MATTHEW'S GUILD



GUILD HALL

NINE P.M.

A TICKET

From

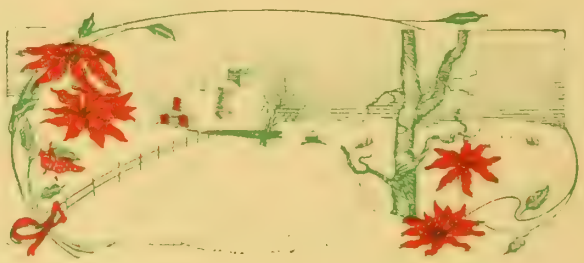
The Wilson Toy Shop .·.

28 St. Catherine Street



To

A SEASONABLE CARD



For Auld Lang Syne, my friend, I stretch in thought a kindly hand to take a grip of thine. O fair befall thy heart and hearth this Happy Christmas Tide.

From

A Book of Gifts



A Guide for Your Christmas Shopping

The Robert Mitchell Co.
Calgary, Alta.

Suggestive Cover for a Booklet



A Friendly Greeting with the Christmas spirit we send for your health, happiness and prosperity through all the months of the new year

John Wilson Co., Windsor

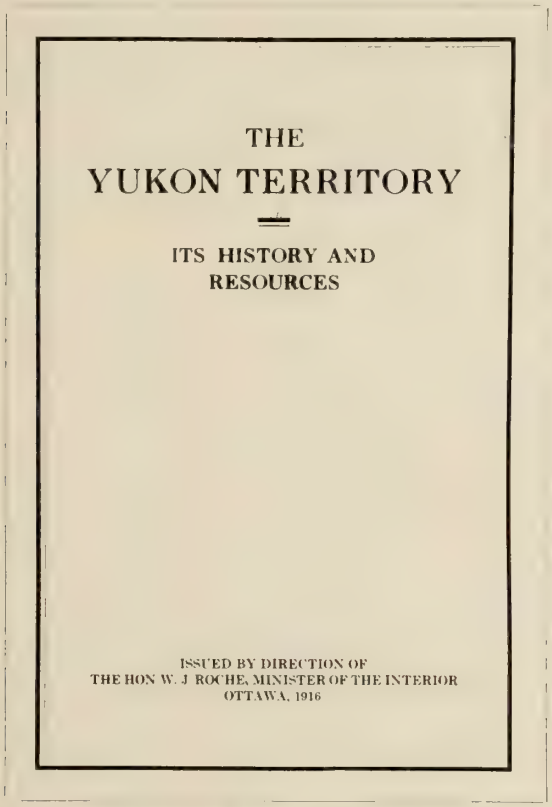


Harry W. Leggett's Work

PRINTER AND PUBLISHER has received from Harry W. Leggett, typographer and designer, Ottawa, in charge of the production of Dominion publications, a very beautiful work, entitled, "The Yukon Territory: Its History and Resources." The printers of the work were the Southam Press, Montreal, and Mr. Leggett acknowledges his indebtedness to this firm for the fidelity with which they followed his specifications, dummy layout and directions as the work progressed.

"Yukon" and "gold" are almost synonymous, and the cover has been treated in a manner suggestive of this. The stock (Gray-Brown Parchment Finish Flora, made by the District of Columbia Paper Manufacturing Company) was chosen because it most nearly represents the appearance of quartz rock. The cover design and lettering were the work of Mr. Leggett himself. He has a fine gift of hand-lettering.

The text is composed in that splendid book face, Scotch Roman. Bodoni initials were used because three-line Scotch Roman were too heavy in tone to harmonize thoroughly


THE
YUKON TERRITORY

ITS HISTORY AND
RESOURCES

ISSUED BY DIRECTION OF
THE HON W. J ROCHE, MINISTER OF THE INTERIOR
OTTAWA, 1916

Title page by Harry W. Leggett, Typographer, Ottawa. See accompanying note.

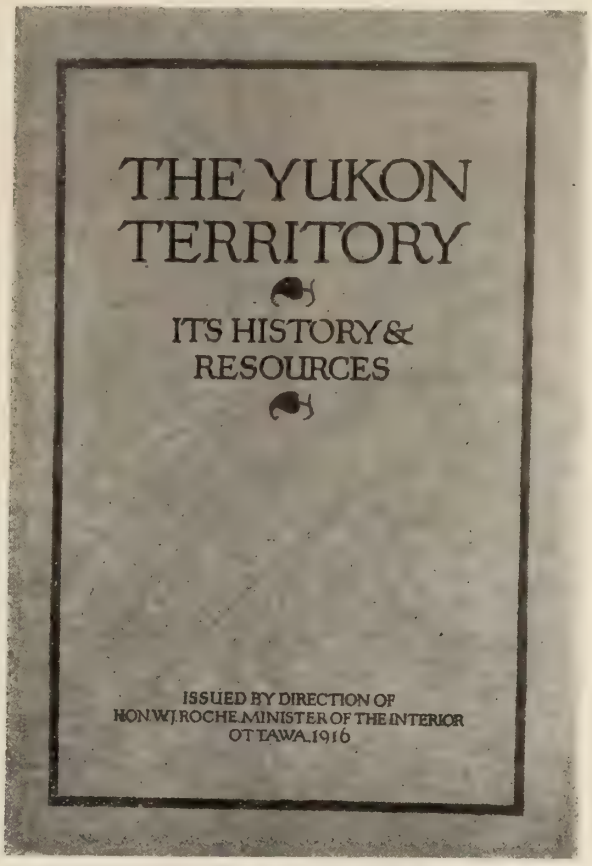
with 10-point Scotch Roman body. The title-page was also arranged by Mr. Leggett.

This report—a profusely illustrated, plain publication—very nearly represents Mr. Leggett's idea of what constitutes the well-made book, and it is certain that the book will set a new standard for Canadian Government publications.

PRINTER AND PUBLISHER is reproducing the cover page and the title page of this most attractive and pleasing publication, and only wishes that it were possible to show its beauties and distinctions in greater measure and adequately.

Not the least noticeable feature of the publication is its numerous full-page and most excellent illustrations. These show what good ink can do in the direction of reproducing the fine detail of the engraved plates.

One gets a new and convincing demonstration of the art side of printing from a study of this book on the Yukon; and PRINTER AND PUBLISHER notes with commendation the


THE YUKON TERRITORY

ITS HISTORY & RESOURCES

ISSUED BY DIRECTION OF
HON W.J ROCHE MINISTER OF THE INTERIOR
OTTAWA 1916

Cover of Government publications, designed by Harry W. Leggett, Ottawa. Note the hand-lettered title, etc. See note accompanying.

policy and the enterprise of the Government in having Mr. Leggett to prepare for publication Government printed matter.

The Largest Printing Office in the World

EVERY printer knows that Uncle Sam runs a big printing office in Washington, but few appreciate how big it is. It's like the Grand Canyon, so big that there is nothing in our experience to measure it with.

The bigness of the Government Printing Office is told in the "Report of the Public Printer."

During the fiscal year ending June 30, 1915, the Government Printing Office produced two billion, one hundred forty-one million, one hundred thirty-eight thousand, three hundred (2,141,138,300) ems of composition.

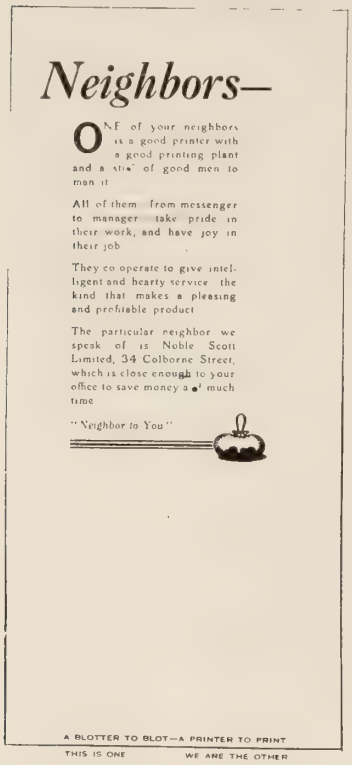
A machine operator setting 5,000 ems of corrected matter per hour, eight hours per day, six days a week, fifty-two weeks in the year, would work more than one hundred and seventy-one years to set that string. If all this 2,141,-138,300 ems had been six point solid, newspaper measure (thirteen ems), it would have made a column of type more than one hundred and ten miles long.

During the same year this biggest printing office in the world made 13,190,120 square inches of electrotypes and stereotypes, which would pave a walk ten feet wide and a mile and three-quarters long.

Besides printing 1,038,063,199 postal cards and 677,542 money-order books, 163,431 forms were sent to press, and from these forms were printed 1,127,155,518 impressions, an average per form of less than 7,000.

How to Overcome Competition

YOU'VE a number of customers who give you preference on all work. They like you personally and know you can do work to please them. Suppose you begin to think about their business between orders—figure out better forms for their office use or some supplementary material to use in connection with their advertising.



Very neat blotter issued by Noble Scott, Limited, printers, Toronto. Done in black and red on a primrose stock.

Work it up in good shape — sketch it in dummy form — think over it until you are sure it's O.K. Then drop in without waiting for a call and lead up to your subject, trying to find out if your customer's mind is open for suggestions and improvements. If it is, then tell him you had been thinking about a form that would help him a great deal — in fact, as you understand conditions in his office, it is quite essential to him.

But don't show him the dummy — tell him you will work out your ideas and lay them before him later—it will take some time to do it right, but you want to help him.

If he's friendly to your plan, you can go back in a few days with your dummy—but don't have a "dummy" price —make that a live one with a living profit. You have a cinch on that job and you get it sure.

I've only laid down one example to show my idea how we can become real salesmen to the betterment of ourselves and the industry. It is endless, for you can keep on working this same plan until you are completely tied up with original business from regular customers and haven't time to bother with competitive work, anyway.

Every printer who follows this thought can create new work for himself, and withdraw from competition. He will likewise more firmly establish relations with his customers so that outsiders will not break in.—Montreal *Printing Trade News*.

Noise Impairs Efficiency

LITTLE attention is paid to noisy machinery in some printing plants, so it is well to call attention to the opinion of the *Scientific American*: "The clatter of worn and poorly adjusted gearings as they engage and disengage is unnecessary, is misdirected and often wasted energy. In a very exact sense absence of noise in a factory is an index of its efficiency. When you find noisy gearing, bumping, squeaking or grinding contacts, their energy is being wasted. Noise annoys and distracts. It breeds mental confusion. Of two factories of the same type, the quieter, busy one is likely to be the more efficient. Noise prevention, therefore, is generally waste-prevention." Isn't it remarkable how little appreciation of this is sometimes shown in locating a proof-room?

Packing for Platen Press

FOR many years the packing recommended for platen presses has been four sheets of book paper, cut from twenty-five by thirty-eight, sixty, super calendered, and a sheet of pressboard. This is a good packing for a press that handles everything from an envelope corner card to a solid form filling the chase. To-day in well-equipped press-rooms it is



HARRY W. LEGGETT.

Typographer, designer, letterer and consulting printer. Employed by the Dominion Government to prepare its publications for the printer and to supervise their production. See review on page 37 of a Yukon book produced according to Mr. Leggett's specifications.

customary to run all light forms on eight by twelve Gordons or seven by eleven Pearls, and to put the heavy forms on four-roller Gordon's or Golding, Universal or Colt's Armory presses. Under such conditions one sheet of book paper and a pressboard or one sheet of celluloid or metal is sufficient packing. The single sheet of book paper serves as a base to which sketch sheet may be attached, and high sharp brass rule impressions may be cut from this single sheet of packing before pulling an impression for marking out overlay. With the packing mentioned and a tympan of manila a sharp impression may be had and the screws seldom touched. Best and quickest results in make-ready are secured by getting the form level to rollers at the start. We have seen pressmen quite swift on most forms waste hours trying to get a vignette edge halftone in a mixed form of type and cuts to print clean when they might have seen from its dirty, muddy, filled-up appearance at the very first trial impression that the troublesome halftone was too high and receiving too much roller pressure. The base of the cut might be sandpapered down or in a rush an underlay might be placed under all of the form except the cut, thus raising the rollers from the latter. Either expedient requires but a minute or two and saves hours of overlaying. Rollers, plate and ink free from dirt and specks of dried ink are very necessary in halftone work.

Close Envelope While Printing

WHEN printing envelopes with open flaps, instead of bending down flaps after all the envelopes are printed, bend them as they come from the press by running the thumb under the flap as you take each envelope off the feed guides.

The Evolution of a Canadian Town Weekly

The Story of *The Huron Expositor*—A Weekly Founded by the Late Hon. G. W. Ross—New Scottish-Canadian Owners—When a Real Horse Furnished Power—A Weekly of Very Pronounced Character

By P. O. WELL

THE junior apprentice and other apprentices join the maddening throng of a big city at 5 p.m.; at 8 a.m. the "p.d." shadows past the time recorder on the 'steenth story composing room door. Memory recalls the daily movements of a "p.d." back in 1876.

The frontier town streets did not know even kerosene lamps, and the main street was bordered with black ash stumps. The "p.d." of that date started work each morning on the wood pile at 6.45, swept out, shovelled snow, set a galley of brevier, wound up on the wood pile at 6.15 p.m. The salary—never will forget it—$1.50 per week. Pleasant quarters, were those six 25-cent pieces.

Of course a weekly newspaper would not evolute without a "p.d." any more than it could get along without an editor or a ghost. The "p.d." had to evolute the woodpile, the editor the exchanges. One used the buck-saw, the other the scissors—a cutting proposition so to speak.

GEORGE W. ROSS FOUNDS A PAPER

But to the evolution of the town weekly. This weekly was founded by a Premier of Ontario, G. W. Ross. His partner was the late Wm. Luxton, founder of the Winnipeg *Free Press* and others.

This particular town weekly did not evolute with a "Wash." hand press. A strong box was made up of hard wood, clamped with strong iron bands, the forms set inside, and dispatched down the rail track in a box car attached to the fast express that did the 24 miles in 60 minutes.

On the top flat of a three-story skyscraper this town weekly evoluted, and took in subscriptions at $1.50 per, printed quarter sheet sale bills at $3.50 per hundred and helped the country along in other ways. Luxton wanted to go west and stopped at Goderich long enough to lose his pile, and George Ross went west to West Middlesex and took up his original occupation of teaching the young how to master Sangster's fractions and Campbell's red-covered readers.

THE ESSENTIAL COLORED GENTLEMAN

The paper was purchased by two Canadian boys, descendants of the good Scotch stock that cut the woods from the township of Dumfries.

In a portion of Yorkshire, England, good presses were built, and are still built. The two young men bought a Wharfdale. It was carried bit by bit to the top story of the three-story skyscraper. The power was furnished by the strong arms of a big colored man that would make Jack Johnson's look like those of a ten-year old. He was strong—and odorized the same way. Even in those days "abolishing the bar" was a daily occupation, and the abolisher got a lot for his money. The colored gentleman did a lot of abolishing, particularly about publication day. The editor's brow wrinkled. The "p.ds.," who had to substitute for the big colored man when he was full of abolish, threatened to "jump cases." So it was up to the boss.

A street crossed Main street at right angles. It must have been a good street for the town plotters named it "John." Later day plotters are not always imbued with good intentions. On John street an office was built of No. 1 white pine, painted drab, the battenings of the upright planed boards a contrasting color. The effect was pleasing. Press room, composing room, editorial rooms and the place where the cash trinkled through were on the ground floor. The three-story skyscraper had done its work.

DAYS OF HOPE AND PROMISE

The Wharfdale, wooden proof-press, Plow cutting machine, Joseph Hall Gordon press and a lot of type were moved. Everything in its place, and a place for everything. Salt had been discovered. The town was booming. Nine hotels and three saloons were somewhat reduced a few years later by Hon. Adam Crooks. The nationality of the town and county was three-quarters Scotch and their descendents, an eighth Irish, a sixteenth English, and the last sixteenth included everything except African. Two colored gentlemen were included in the last sixteenth. The chief duty of one was to inform any of his travelling countrymen that the neighborhood was unhealthy. He was "onto his job."

The detail above is necessary. It is intended to make this story of evolution plain. The chief diversion of the Scot is to get away with oatmeal, followed by the shorter Catechism. These two diversions finished, he turns to his newspaper. The circulation of the town weekly grew to 2,000, then up to 2,500, and on to 3,000. Its present circulation is another story, but it enables the advertising manager to get the highest rate quoted in Lydiatt's "What's What" on a 1,000-inch contract.

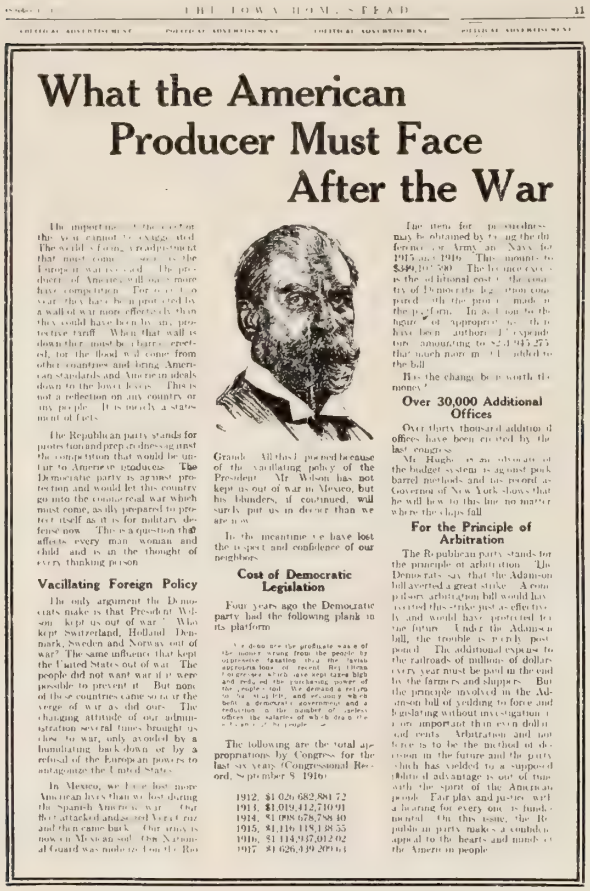
ADS. HAD TO GIVE WAY TO READING MATTER

If Tuncan Macdougall purchased a Durham calf from Tougald MacTavish that item was "must." It had precedence over the best advertiser in the paper. The editor never "went back" on a subscriber. Borders were not tolerated around advertisements. When the editor had a surplus of local news, which was a weekly occurence, the slugs and leads were pulled out of the ads. and Tuncan Macdougall's calf got the best of it. Since 1876 the "p.d." has been connected with not a few big dailies and weeklies, including two of his own, and he can truthfully say without the least hesitation that the weekly paper of this frontier town is the only one where the cash-box did not dictate to the editorial and news column. The columns were but 12 ems wide. In short, it is the ideal the publisher of 1916 is dreaming of and which ideal may be reached in a year or two. The "big" advertisement paid more proportionately than the smaller one.

REAL HORSE POWER

This town weekly evoluted differently. Above it is pointed out that its reputation was not sullied by a "Wash." hand-press. To keep from the commonplace, the motive power for the Wharfdale press was supplied by a single horse-power, located in a circular-built shed. This shed was like the British empire. The sun never sat on it for a moment. In winter it was cooler inside than Wellington street bridge in Ottawa is on the outside. In summer time it was an ideal resort. The "p.d." had to walk behind the bay trotting mare to keep from freezing. In the warm weather he went to sleep. The horse kept the Wharfdale's impression action clicking like a Winchester. Occasionally

the horse blanket would get into the cogs of the horse-power, and the Wharfdale would stop its clicking, the horse would look at the "p.d.," the foreman rap on the window, and the "p.d." would fill that old circular shed with vapor and hotter words than Danté ever thought of when he wrote the "Inferno." The boys who piloted the horse around that circular shed were many. Six of them have since published papers of their own, another is managing editor of one of America's great dailies, one will have a "seat" in the British Columbia cabinet. The entangling of the horse-blanket in the cogs jolted them out of their dreams,



What the American Producer Must Face After the War

Vacillating Foreign Policy

For the Principle of Arbitration

Cost of Democratic Legislation

Over 30,000 Additional Offices

Typical advertisement in the campaign which was run in the newspapers and magazines of the United States by both political parties in connection with the Presidential Elections. The above advertisement was addressed to farmers. The probability is that newspaper advertising will be supplied in Canada in connection with both Dominion and Provincial campaigns in all future general elections.

and furnished some with an eloquence that has made their oratory famous. Meantime the circulation grew.

THEN CAME STEAM AND MORE AMBITION

The horse-power had to give way to the steam engine. The boiler was upright like its owners, and the steam-gauge told the truth. The foreman was exacting in this respect. About every hour he "blew out" the water gauge, so that the steam gauge would not put one over on him. Aeroplaning was not among the discovered sciences, and he had no desire to visit the "soft and fleecy clouds that look soft as carded wool" and take the shingles with him. Another column was added to each page of the paper, which was dressed in brevier and nonpareil. The type was never bigger. The biggest type used in the ad. pages was pica Gothic, and the paper carried a lot of advertising at highest rates. Like the Carson City *Enterprise* of Mark Twain's days and the New York *Herald* of the elder James Gordon Bennett, big type was tabooed. This town weekly was the neatest thing printed on news stock in this country.

"What we have we'll hold" is alright for bull-dog language, but he has been known to drop it and "pen-and-ink" down the street when the small boy accurately placed the best half of a brick on the right spot. A Scotch terrier will hang on and never say a word about it, brick or no bricks. The Scotch brothers reduced the price from $1.50 to $1. There goes the "dogology." Perhaps this was because the government of that day reduced the postage somewhat. There was no other reason. But it was reduced. The circulation grew, but it did not grow as fast proportionally as it did when sold for the dollar-and-a-half.

STEAM PASSES AND UP GOES THE PRICE

The steam engine went to the scrap heap. Gasoline was substituted. Mr. Rogers' typograph supplanted two journeymen compositors. Previous to this eight were employed in the composing room, the latter included the wood pile and the "p.d." A bigger press did away with the Wharfdale and a new brick home housed the whole bunch. Some times the gasoline engine would "back fire," often it refused to front fire. Between a Rocky Mountain canary and a gasoline engine the difference is one of long ears only. Both will "back fire" when they are wanted to do something else. The gasoliner was declared *mule-de-combat*, and electricity was introduced, followed by one of Mr. Mergenthaler's inventions. Still the circulation grew.

The publisher last year without any blare of a ram's horn put back the fifty cents on the price list—that is, the price alongside the date line and at the mast head read "$1.50 per year in advance." The circulation is around 4,000 paid-ups.

The strong feature of this small town weekly is its rural correspondence. Typographically the paper is not as neat as formerly. Big type is admitted and plates and borders have done their worst. The white line is almost unknown in reading matter. The items from the correspondents are run-in with dashes. More news is given per column than in any paper in Canada, daily or weekly.

REQUIESCAT IN PACE

Both brothers have passed to the silent. One lies in the valley of the Pueblo, Colorado. The other rests under a little green hillock on the banks of the Maitland river, a mile or so from Seaforth, Ont., the frontier town of 1876.

Another Endorsement of Advertising

THE Consumers' Gas Co. of Toronto held its annual meeting Oct. 30. The revenue for the year was $3,637,805, an increase over 1915 of $196,797. The reason for this good showing is best told in the words of the President in his address to the shareholders. Mr. A. W. Austin said: "Having in mind the keenness of competition and the fact that a large number of citizens are absent from the city on military service, the effectiveness of the company's policy of advertising and proving the value of gas for illuminating as well as for fuel for domestic and industrial purposes has been fully demonstrated. A few years ago gas was used principally for illuminating purposes. It has now a thousand other uses, and it has been the company's policy to develop and sell appliances for any, and all, of the purposes for which gas may be advantageously used.

C.P.A. Has New Offices

THE Canadian Press Association on November 1 took possession of more commodious offices in the Excelsior Life Building, opposite the Toronto General Post Office—at the corner of Adelaide and Toronto Streets. The old offices in the Lumsden Building have for a long time been sadly inadequate for the requirements of the Association's work.

The Paper Situation

THE paper situation in both Canada and the United States continues to be unsettled and perplexing. In the United States, the 1917 price, minimum, will not be less than 3 cents for news print, f.o.b mills, and the International Paper Company announces as its minimum price 3¼ cents, delivered.

In Canada there is for the time being a deadlock between the publishers, as represented by their special committee, appointed last month to confer with the Premier and his Cabinet, and which met Sir Thomas White, Minister of Finance, who proposed a joint meeting in his presence of the publishers' committee and representatives of the paper makers. These two delegations met at Ottawa on Thanksgiving Day, but did not draw any closer together over the matter of their differences. At that meeting Sir Thomas White hinted that if no agreement could be reached he might fix a price himself.

Since that meeting another conference between the publishers' committee and representatives of paper mills met in Ottawa, but the minimum price quoted by the paper men was 3 cents. This figure was rejected as being impossible, by the publishers' committee.

The publishers urge that the export price of papers, or the situation as it exists in the United States, Canada's greedy paper customer, should not determine the price in Canada. It is unnecessary to enter into all the arguments advanced. Suffice it to say that the Government favors the views and the position of the publishers, and in this circumstance the publishers are taking comfort. The publishers are willing to concede that paper makers are entitled to some advance on old prices, but not one of from 60 to 80 per cent. The publishers favor a price slightly above 2 cents—an increase of rather less than 20 per cent. And there the matter rests, so far as PRINTER AND PUBLISHER has knowledge.

The certainty is that the paper makers will be required to supply news print at a figure very much less than 3 cents ; and so the publishers are not so nervous about their own future as they were before the conference between their committee and the paper makers.

Already one Canadian daily has suspended publication —The Ingersoll *Chronicle*, due, however, to a combination of causes—labor shortage being ranked alongside of paper's higher cost.

A 3-cent. rate would, it is said, cost many a small city daily in Canada $7.500 a year extra—or perhaps more than the profits now being made; and so a 3-cent rate would mean ruin for many papers. The weeklies would not be so hard hit, and those who are getting an extra 50 cents a year for subscriptions are protected by this advance.

It is probable that many dailies will increase their rates to both subscribers and advertisers as a measure of self-protection and a necessity to recover increased costs in other directions—the cost of labor, metal, supplies, and the generally increased cost of living.

This month or next it is probable that the maximum price for news print will be established, and one entirely favorable to Canadian publishers.

Timber Plentiful in Canada

THE high price of paper was discussed by the Dominion Royal Trade Commission in session last month, at Ottawa, Canada.

R. H. Campbell, the Dominion Director of Forestry, reported that there has been no material decrease in the supply of timber and that the cost of labor in pulp manufacturing has not gone up.

A sort of rider to this report is the statement declaring that the wood pulp supply in Canada will disappear during the next twenty-five years unless conservation measures are adopted. The author of this prediction is Ellwood Wilson, an expert on the paper industry.

Mr. Wilson states that during the past thirty-five years 30% of the pulpwood lands of Canada had been burned over and rendered useless for generations to come.

The Government the Master

THE mills in Canada using timber from Crown lands under license could presumably be brought to time without any difficulty, because these timber licenses are technically renewable from year to year at the option of the Governments and they also contain a clause which permits the Governments to increase at will the per cord price which the license holder must pay. It would seem further that if the Government felt the manufacturer was imposing an unreasonable burden upon the newspaper publishers it has in its possession a weapon which it can use with serious effect.

Canada Can Supply the World

J. E. A. DUBUC, President of the North American Pulp & Paper Co., Managing Director of the Chicoutimi Pulp Co., and President of the St. Lawrence Pulp & Paper Co., declares that within a comparatively short time, providing the capital were available, Canada could produce enough wood pulp for the paper-making requirements of the world.

European Competition

CARL RIORDON, of the Riordon Pulp and Paper Co., says that the long haul to Europe, with its consequent high freight rates, makes it almost impossible for Canadian paper and pulp makers to compete with the manufacturers of pulp in Europe, who are now located principally in Sweden and Norway. However, he expects that when the war is over, with the higher taxes which will prevail in Europe, the higher cost of production and the higher cost of capital, the price of European pulp will increase materially, with the result that the Canadian manufacturer may find a new field for his output.

To Make Newsprint in New Brunswick

THAT the policy of the new owners may include the manufacture of newsprint is an interesting rumor in connection with the purchase of the Partington Pulp & Paper Company, Limited, of St. John, N.B., but no official announcement has been made regarding this possibility.

The mills, which were established by local capitalists, were afterwards taken over by English interests and it is from them that the purchase has been made. The new owners are a syndicate of Maine and New York men, headed by Hugh Chisholm, president of the Oxford Paper Company, of Rumford Falls, Me., Llewellyn H. Bickford, paper manufacturer of New York, and Maynard S. Bird, of Portland, Me. Under the recent owners the company took over much of the timber lands and mills of the late Alexander Gibson, the foremost operator of the province and their holdings now include 500,000 acres of valuable timber lands, both freehold and crown lands. The price paid was in the vicinity of $2,000,000. The new owners have been incorporated under provincial charter as The Nashwaak Pulp and Paper Company, Limited, with the three gentlemen named as provisional directors.

Canadian Paper Expert for A.N.P.A.

A. GORDON MCINTYRE, a Canadian paper expert, has been retained by the American Newspaper Publishers' Association to take charge of the newsprint problems of that organization. Mr. McIntyre was formerly editor of *The Pulp and Paper Magazine*, Montreal. He is a graduate of McGill University and is by profession a chemical engineer, specializing in forest products industries. Mr. McIntyre resides in Toronto.

Ingersoll Daily Chronicle Ceases Publication

THE Ingersoll *Daily Chronicle* announced in its own columns on October 31, that with that day's issue, publication would be suspended, for the time being at least. Adverse war-time conditions are given as the reason. These include labor shortage and general increase of prices in practically everything entering into the production of a newspaper.

For nearly twenty years the *Daily Chronicle* has been issued, and the publisher found dubious satisfaction in the knowledge that his daily served the smallest field in Canada.

The *Weekly Chronicle* will be continued as formerly, and will doubtless become a stronger paper in its own field.

PRINTER AND PUBLISHER regrets to have to record the elimination of any newspaper, not so much because the production of one less paper is a misfortune, but because it usually means shattered hopes and probably financial loss to those concerned. PRINTER AND PUBLISHER feels, however, that there are likely to be more suspensions of publication to record—this because in many fields, both daily and weekly, there are too many newspapers for the needs of the community. This is uneconomic, and those publishers who have the courage of their convictions and who voluntarily and early decide to cease the publication of the unnecessary paper, are deserving of approbation.

Publishers' Doings

THE Calgary *Herald* turned Thanksgiving Day to good account by publishing a whole page of special Thanksgiving advertising. Another success of the *Herald* was two pages of advertising allied to the theme, "Keep your dollars in Calgary."

The Winnipeg *Tribune* carried a page advertisement of Community Plate, naming Ashdown's as local distributors.

The Edmonton *Journal* had a very attractive feature page entitled "Thanksgiving Bulletin." Letterpress and advertising filled a page.

The Weyburn *Review* ran a Popular Proverb Puzzle Page. Each advertisement on the page contained certain words which when assembled in proper order formed a well-known proverb. A prize of ten dollars in gold was the inducement to participants in the competition.

The Calgary *News-Telegram* had an advertising page with the heading, "Where to Buy Coal and Wood." Assembled on this page were numerous local dealers' advertisements.

The Quebec *Telegraph* had a feature advertising page headed "Thanksgiving Day."

The Toronto *Daily Star* is again in alliance with Frank R. Roberson, traveloguer, who has returned to Toronto with his pictures.

The Toronto *World* was concerned with the "Battle of the Somme" moving pictures when shown in Toronto. It is said that 12,000 people viewed these pictures each day when they were shown in Toronto.

The *London Advertiser* ran a page—"Christmas Gifts for Our Soldiers and Nurses at the Front."

The Regina *Leader* ran a 2-page picture puzzle page. Some portion of a picture appeared on each of eighteen advertisements, and in the text of each advertisement the number of the portion was given. Since the number indicated the order of piecing together the various portions it thus became necessary to read each advertisement to get the clue number. This numbering idea is a new idea—original with the *Leader*. Theatre tickets, for the play, "It Pays to Advertise" were the rewards to prize winners.

The Calgary *Herald* is offering $1,400 in gold for solutions to a Playing Card Puzzle. Contestants are required to subscribe for the *Herald* and winners will have subscription payments remitted, in some cases many times multiplied. This in addition to the proffered prize money.

The Calgary *Herald* is running an Insurance Page, "devoted to the education of the public on insurance matters."

A Thanksgiving advertising page was run last month by the Saskatoon *Phoenix*.

The Vancouver *World* had a "Buy at Home" page of advertising last month; also a page headed "Vancouver-trade goods for Vancouverites."

The Stratford Daily *Herald* had a "Keep Your Dollars in Stratford" section last month.

The Brantford *Courier* is conducting a circulation contest in which a Dodge motor car is the major prize.

The London *Advertiser* showed in that city the Somme motion pictures.

The St. Thomas *Times* is offering prizes to boys and girls who write the best letters telling "'Why I want Christmas gifts for our soldiers."

A.A.C.W. Department Will Help Retailers

THE Associated Advertising Clubs of the World are starting a large retail department, which has for its aim the standardization of methods in selling, buying, advertising, record-keeping, credits, etc. It is called the retail service and business systems department, and takes on the aspect of a scientific investigation of retailing.

New Canadian A B C Members

RECENT Canadian memberships in the Audit Bureau of Circulation are: A. McKim and Smith, Denne & Moore, advertising agents; the St. Thomas *Times; Everywoman's World* and *MacLean's Magazine*, Toronto; *The Canadian Thresherman and Farmer*, Winnipeg. The Montreal *News* has ceased to be a member of the A. B. C. owing to its failure to submit to an initial audit in accordance with the terms of its application.

Prohibit Export of Paper

AT A meeting of the National Labor Council in Toronto a resolution was passed calling upon the Government to prohibit the export of paper-making materials and manufactured paper until Canadian needs had been supplied. This action was taken in view of the present scarcity of paper for printing purposes.

Pointed & Pointless

BY SIX-POINT BILL

IT'S a long lane than has not an ash barrel. In piping times of peace, the small town printer paid $2.65 per hundred for his newsprint stock. The big city daily passed over the paper man's counter about $1.80 per hundred for the same stock. And to add injury to insult, the city daily sold a 24-hour old edition for $1 per year. Not that the latter cut much figure in competition for subscribers, but it made big inroads into the foreign or national advertising revenue of the town weekly. Some publishers who ought to have known better gave away the commission on the dollar daily and "clubbed" at $1.75 or $1.80. Whereat the latter smiled "how easy the Rubins are!" It looks at present as if the small town publisher will get his flat news sheets as cheaply as the big daily, plus, of course, the difference in packing two-ream bundles against the 500-lb. roll. And why the town weekly publisher should not buy his paper at the same rate as the big daily, is a question. His check is honored just as quickly in the banks, and few mills have been "stung" by him. In the clubbing, he has the club by the right end. And lastly and not by any means the least, the small town publisher will not help to circulate city departmental store ads. to the detriment of the local merchant, and town and district that supplies the bread and onions for the country publisher's family.

* * *

Speaking of 100-per-cent. newspapers, the Toronto *Telegram* has been a hundred per center for—lo! these many years, and has made no noise about it. The rule cost John Ross a good deal for blue pencils and made the work of the janitor and the waste-paper basket synchronize, but no press agent attempts it now, unless he recently "blew in" from some college and treads where angels even fear to take constitutionals. Lafe Young, of the Des Moines *Capital*, turned loose his press agent on an unsuspecting public and got a lot of free advertising for his paper and the 100-per-cent. declaration. "Lafe" is a politician in the cawn belt. Incidentally he served notice on the other politicians that they would have to settle their differences with the advertising manager, rather than the editor.

* * *

Some publishers say that the price of want ads. is too low. But I just want to rise right here and remark that most publishers have grown rich when the pages were filled with want ads. And other publishers have grown poor investing in fakes designed to seduce the public from patronizing the want ad. pages of newspapers that "took" them at too low a price.

* * *

How does this strike you? Papers selling for $3 per year, the actual cost of which is $10 for the 12 months. And again, it costs from 3c to 5c per copy to produce an ordinary newspaper. These figures were submitted at the annual convention of the Canadian Advertisers' Association, held in the Prince George Hotel, Toronto, the fourth week of October. The advertising men wanted to know, in the face of these figures why they should be called upon to pay the increased cost of paper or, in other words, suggested that the subscriber should do "his bit." Many a small-town publisher is puzzled when asked by many of his subscribers "how it is that he charged $1 or $1.50 for 52 issues, when the city daily sold 313 issues for $2 and $3." The town man was in a real quandary. He did not know. The Advertisers' Association has furnished him with the answer.

* * *

It is not so many years ago that the daily paper sold for $5 per annum, and also for $6. This, too, when the equipment of the best composing room in Canada did not exceed $6,000. The press room, with two single-deck presses, would not exceed $30,000. And other equipment proportionately. To-day the best equipped composing room in Canada must have cost around $100,000. Few big city dailies can get along with less than $50,000 equipment of the composing room while the big octos in the press rooms run the cost of equipment up to the figure that would startle most people. The papers increased the number of pages also, and still the price came down. No wonder the Canadian advertiser is asking pertinent questions.

* * *

Perhaps two birds with one stone may be the real answer. If the small town paper were put out of business, the big paper could talk back to the national advertiser and ask him what he was going to do about it. The national advertiser wants to know why he should supply the hemlock beverage for himself and the small town publisher.

* * *

Harry Pullan, of E. Pullan, 20 Maud St., Toronto, complied with my request in this page in October for an answer to the problem of W. B. Wilcox, *The News*, Trail, B.C. Mr. Wilcox is in the position a good many others find themselves in smaller centres, the disposal of waste paper in quantities less than car lots. Mr. Pullan's letter follows:

Dear Six Point Bill:

Never a season but a 12-ton shipment of old papers is packed into a car and sent on its way to Toronto from almost every settlement in Ontario. The money derived from these shipments is put to good use, making funds for some branch of the Red Cross or some chapter of the Daughters of the Empire; or else, the local Patriotic Society which usually makes the shipment, keeps the funds to help relieve distress in the community.

Friend Printer and friend Publisher and friend Merchant are all anxiously seeking for a kindred interest with whom to combine in order to be able to ship their scrap paper frequently, paying the lowest possible freight rate on their goods and avoiding the necessity of stocking up any appreciable quantity of this stock, which takes up so much valuable space and which is the chief cause of annoyance when the Insurance Inspector pays his customary social visits.

From my observations, the one solution to your waste paper problem lies at your door, next door or across the road—it is in the combination of all the small producers of scrap in your town, represented by your local Patriotic Society. They are shipping, regularly, the same sort of goods as you have to dispose of and it is up to you, Printer, Publisher and Merchant to form a partnership with them. They will welcome the tonnage you can add to their collection, as it will help them to ship oftener, and in this way obtain a livelier interest in their work: and you get your results by obtaining a carload freight rate for a small quantity of stock and, best of all, you do not have to hold waste paper on your premises any longer than it takes for the Patriotic Society to make up a carload which is not very long when it has, to begin with, the quantity of scrap produced by the Printer, the Publisher and the Merchant.

If you, dear reader, happen to be one who does not know of a Society in your town which is gathering paper, write to me and I will gladly furnish you with the name of the party who is supervising the collection nearest you.

I am at all times willing to make all the arrangements necessary for you to make up a joint shipment that will undoubtedly prove to your mutual advantage.

Just get together and you will surprise yourselves, as others have done, by the satisfactory results to be obtained just through a little co-operation.

Very truly yours,

HARRY PULLAN.



Times have changed - He pays for his advertising

Winnipeg Editors Go Free

MR. JUSTICE GALT exceeded his authority when, sitting as Commissioner enquiring into the Agricultural College contracts, he sent to jail for contempt of court four Winnipeg newspaper men. This was the decision given by Mr. Justice Haggart, of the Court of Appeal, who ordered that the four warrants of committal be quashed and the four men discharged from custody.

Edward Beck, B. R. W. Deacon, and Stanley Beck, of the Winnipeg *Telegram*, and Knox Magee, of the *Saturday Post*, were committed by Commissioner Galt to varying terms in jail for criticism of the commission. A few hours later they were provisionally released by Mr. Justice Haggart on *habeas corpus* proceedings.

Mr. Andrews, counsel for defendants, read what he called "an admission as to certain facts" signed by Judge Galt, and produced to remove the necessity for calling the judge as a witness. This contained a copy of the commission appointing Judge Galt to hold the enquiry, and counsel said his power to summon witnesses was confined to the purposes of the commission. Andrews read the "admission" of Judge Galt that his authority to issue the warrants of committal was based on his commission to hold the enquiry and that Edward Beck was summoned to be examined with respect to a newspaper article.

Mr. Justice Haggart, in his judgment, said he had heard the original application with regret, but what he has learned subsequently had more than justified him in hearing it. A judge, sitting as commissioner, had, he said, no more powers than any other citizen, who might be appointed commissioner.

The Winnipeg Verdict

IT IS not necessary to approve of what the journalists said about Mr. Justice Galt to hold that it will be well all round if what Mr. Justice Haggart has held is maintained to be the proper interpretation of the law. There has grown up a school of thinkers, neither deep nor courageous, who assume to treat newspaper publishers and writers as men without rights. Efforts to apply their theories have brought them some severe reprimands.

In the Scott case in England the House of Lords laid it down as a principle of law that the courts were and must be open to the public and that no judge had a right to say their proceedings should not be reported. The Judicial Committee of the Privy Council in the Arnold case, arising in Burma, put it that the range of a journalist's assertions, his criticisms and his comments is as wide as that of any other subject. The idea that a judge had privileges or protection in regard to his public acts which exempted him from free and adverse comment was in the same case condemned as "false and dangerous." Nothing that was said in either case could be held to free a journalist in any way from liability for what he would say that would be wrongly based or that would be open to condemnation if uttered against an ordinary citizen. Indeed, except where a judge acts to preserve order in his court or to enforce its mandates, the sense of late judgments by English courts is that his relief for what may cause him annoyance or hurt is to be found in the ordinary processes of the law. And what should suffice to protect a judge should suffice also for a commissioner. It is well, too, that this should be the case.

To summon a man before a tribunal and forthwith condemn him to a fine of $500 with a month's imprisonment in addition smacks more of the seventeenth than of the twentieth century. In their appeal against a hasty and extreme condemnation the Winnipeg journalists performed a public service, the result of which will be a protection to others besides those who work on the press.—Montreal *Gazette*.

Editor Beck's Conclusion

WE ARE done with political commissions presided over by judges in Canada. The objections which are taken to the time at which and the method by which a stop has been put to the abuse are met by the undoubted fact that these methods have been successful. This abuse began like every other abuse in church and state by the use of an expedient which promised temporary advantages in the investigation of intricate and difficult questions, and was adopted without foresight of the permanent evils which its extension would bring about.

The advantage proposed by commissions was that of greater care in the sifting and weighing of evidence presented, and consequent greater attention paid to the findings of the commissioner or commissioners. The disadvantage which is inherent in such a commission was overlooked, namely, the admission of loose and careless evidence presented without proper provision for rebuttal and the basing of a quasi-judicial finding upon such evidence.—The Winnipeg *Telegram*.

Edward Beck

MR. EDWARD BECK, the editor in chief of the Winnipeg *Telegram*, who was ordered to go to jail for a month for contempt of court by the judge who was investigating the building of the Agricultural College, is well known in Montreal. It was he who engineered that dictaphone business, the revelations in connection with which chased Mousseau into private life and scandalized the prominent Liberals. Mr. Beck is an able journalist, with an inclination to be spectacular. There is no man in the business in Canada who better knows how to make a "spread." He understands the value of the scare head. He can exploit a sensation with that lusciousness of detail which delights the heart of the circulation manager. It has been his fortune to be associated with newspaper enterprises which even the able editor could not put on their feet; but, for his original ideas, his energy, his nose for a story, his ability as a spectacular newspaper man, he receives $12,000 a year in his present position.

Mr. Beck does not get $12,000 per annum for writing dignified articles appealing to mind; he gets it for making the paper so compelling in its news columns, that the people will have to buy it. Then the paper is a party organ, and a party organ does not have to pay dividends. You can spend money lavishly; and it will be the party who will put it up. The individual would shrill with anger or apprehension; the party is impersonal. It was the party which, in the old Montreal *Herald* lost its good money again and again. As most of the members were millionaires it did not matter greatly; but even party organs would tire of $12,000 salaries and nothing coming in.

Talking about newspaper salaries, one recalls that when the late "Ned" Farrar got $5,000 as the editor of the *Mail and Empire*, in Toronto, it was thought to be fabulous. The figures were quoted with a sort of stupefaction. At that time if a man was getting anywhere in Canada $2,000 per annum it was a colossal salary.

For many years the late "George" Murray, one of the most cultivated journalists on this continent, a man of various learning, essayist, poet, literary critic and editorial writer, was in receipt of a pittance which scarcely kept body and soul together. In every other business the competent man receives the reward of his labor. In journalism the sole satisfaction, and it is not too satisfying in a cold climate, is that you are moulding public opinion.— Lachute (Que.), *News*.

Beck and Rowland to Answer to Charge

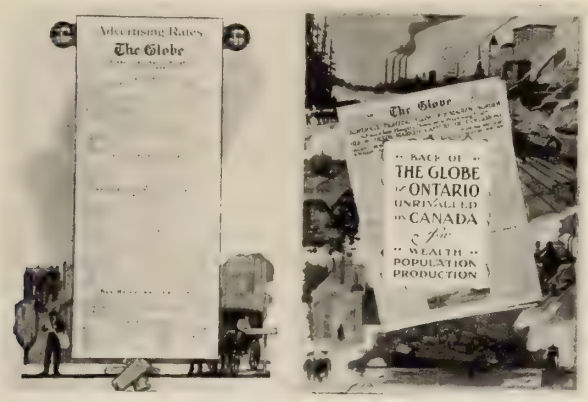
BY ORDER of the Court of King's Bench, Edward Beck and Charles F. Roland, of *The Evening Telegram*, are to appear before the court on December 11, or some other date to be arranged, in connection with an article published in *The Telegram* on October 27, and held by counsel for the Attorney-General to be contempt of court.

The article complained of was quoted from The Halifax *Herald*, and dealt with the proceedings against Knox Magee, editor of the Winnipeg *Saturday Post*, for alleged contempt of court.

Mr. Pitblado, K.C., presented various affidavits, and quoted numerous contempt cases from law books.

"I intend to urge," he said, "that not all news is publishable. There must not be trial by newspapers of matters before the courts." He described contempt of court as not a crime in the ordinary sense, "but an offence against the inherent jurisdiction of the courts."

Chief Justice Mather said counsel had established his claim for a rule which was also made returnable against the Telegram Printing Company.



The original of this 4-page circular of which the first and fourth pages are shown, much reduced, was in 3-color process. The front page shows a scenic group of Ontario's industries—farming, lumbering, mining, educational, etc. The text on the inner pages gives facts and data and argument pertaining to Ontario. The Toronto *Globe*'s circulation has increased 50% since the outbreak of war, and a consequence is a new scale of rates. The casual rate is now 25 cents, as against the former 15-cent rate; and the minimum (10,000 lines) rate is 9 cents, as against the old rate of 8 cents.

Knox Magee's Case

THE Court of King's Bench will consider on Dec. 11, or possibly at a still later date, the application made by Isaac Pitblado, K.C., on behalf of the Attorney-General, to commit to jail for contempt of court, Knox Magee, editor of the Winnipeg *Saturday Post*. An adjournment was granted the defence when the case was called, and the engagements of some of the judges necessitate its being a long one.

R. A. Pringle, K.C., of Ottawa, who appeared for Knox Magee, objected to the proceedings against Magee as irregular and obsolete.

Mr. Pringle, speaking briefly for Magee, said the case was one "of the greatest possible importance," not so much as regards Magee as an individual, but because it involves the "great principles of the liberty of the press and the liberty of the individual." He sought to show that Magee should have been proceeded against by information, and should have had a trial by his peers if committed for trial.

It is said here that a Parliamentary committee may be asked to investigate the whole case.

Public Press, Winnipeg, is Growing

PUBLIC PRESS, LIMITED, Winnipeg, have purchased a new site on which they contemplate building a new plant during the summer of 1917. The new location has an area of 12,000 square feet, and is situated on Vaughan Street, immediately opposite the Y.M.C.A., and within 150 feet of Portage Avenue. The growth of business has been so rapid that the present premises on Sherbrook Street are entirely too small for the class of work handled by this institution.

International News Service

THE International News Service, a Hearst organization, has been forbidden the use of the British mails and cable service because of repeated offences in presenting in America despatches purporting to have been received from its London office.

The Hearst papers are obviously pro-German, and the International News Service "garbled" or doctored dispatches on many occasions to the discrediting of Great Britain and the Allies. The I.N.S. took page spaces in *The Editor and Publisher* and *The Fourth Estate* to affirm its position and intentions—this in hysterical language.

Some Canadian dailies were—perhaps are still—subscribers to the I.N.S.

Sir Joseph Beecham Advertised

THE great pill manufacturer left an estate said to be $145,000,000. "Beecham's Pills," in a peculiar black-faced type was to be met everywhere. It is alleged that he had an advertisement setting forth the curative qualities of his pills scattered among the lines of a well-known hymn in one of the hymnal of one of the great non-conformist churches. The story goes that the addition was called in after it had been in circulation for a short time, and that he paid for the entire edition, but the publicity the pills received was of at least as great value as any advertising investment made.

Printers Go to Law

AS A RESULT of the amalgamation of the New York *Sun* and the *Press*, under the ownership of Frank A Munsey, New York Typographical Union, better known as "Big 6," has been made the defendant in an action in the New York Supreme Court to compel the reinstatement of certain men on the *Sun* staff. When the amalgamation was effected there were two crews of men. The priority rule is in effect in the New York union, and this rule was made to apply in this instance. The double crew was rated according to this rule, and the oldest men in point of service were retained, the younger in the service being dropped.

These discharged men appealed from the action of the officers to the executive committee, to the union, to the executive council of the International Union, and finally to the International itself, at the annual convention, held recently in Baltimore. All of these bodies sustained the officers of "Big 6."

Now the men have appealed to the State courts, and ask for restoration to their standing in the *Sun* office as a situation-holder before the amalgamation. It is the contention of the men that there was no amalgamation, that Mr. Munsey bought the *Sun*, that the staff should have remained as it was, and that if there was any vacancy to be filled, then it should be filled by *Press* men, according to priority.

THE EDITORS' VIEWPOINT

Blocking the Game

MANY advertisers and would-be advertisers in Canadian publications complain that publishers are putting obstacles in the way of the use of their medium; and it is affirmed by these advertisers and would-be advertisers that they will employ other forms of publicity, in greater measure, to sell their goods.

Some of these obstacles interposed by publishers are: The refusal to eliminate from their advertising columns objectionable advertising; the refusal or reluctance to provide full and honest information concerning circulations; the building up of circulations by dubious or objectionable methods; the charging into the advertising rate of unvaluable or unstable circulation; the taxation of the advertise with the losses sustained on production costs, which losses, in part at any rate, should be loaded on the subscriber; and an all round indifference as to whether or not the advertising in the publisher's medium is profitable to the advertiser.

All these obstacles were themes of discussion at the recent annual meeting in Toronto of the Association of Canadian Advertisers; and the discussions resulted in some very definite and decided resolutions, which would indicate that the A.C.A. believes that it can bite as well as bark.

Political Advertising

IT WOULD seem to be very certain that in future Canadian general elections, both Federal and Provincial, the two main political parties will employ displayed advertising to mould and divert public opinion and to solicit votes.

This method of opinion-making and solicitation will probably be employed because it is being and has been employed so greatly in the United States, Great Britain and Canada in connection with many enterprises and interests. Political advertising in the United States is no new thing. Neither is the employment of newspaper advertising by railways to inform and guide public opinion when inimical legislation is threatened; by industrial corporations to create and direct public opinion when corporate interests are menaced; by numerous business interests in coöperative endeavor to propagate their point of view, looking forward to a large consumption of the class of commodity advertised.

In Great Britain since the war began publicity has been greatly used, with telling effect, by the British Government.

In Canada the advertising of patriotic and benevolent ob'ects, of prohibition and anti-prohibition, of increased agricultural and industrial production, of war loans, and even of political platforms, has grown very much in the last twelve months.

All this means that the power and uses of advertising are being more clearly perceived by men in high places; and this, in turn, is PRINTER AND PUBLISHER'S assurance for believing that in forthcoming federal and provincial general elections the two chief political parties and probably other parties, will use newspaper space liberally to form and direct public opinion.

Dearth of New Advertising

WHEN one looks back over the last two years one finds very, very few new national advertisers in Canada, and one asks the question—why?

Have publishers failed in creative work? Have the agencies failed similarly? Perhaps the answer is Yes—with reservations.

But perhaps another answer is—War.

The war has absorbed the attention of readers tremendously and has, therefore, taken away from the amount of attention given to advertising. It is utterly vain to hope that the average reader will of his own volition devote to the advertising columns a deep and responsive attention after his interest in war news and casualty lists has pretty thoroughly consumed all the time and attention he is prepared to give to his newspaper; and from this point of view, advertising in newspapers featuring war news spaciously is not likely to be resultful; and, therefore, becomes unprofitable.

Some papers published in places smaller than metropolitan cities, and devoting most of their space to local news, have deliberately refused to divert, substract and exhaust their readers' interest and attention by publishing war news in excessive measure, and in so doing they have in mind a due service to the advertisers using their newspapers.

But over all this there remains the conviction that the dearth of new advertisers in Canada this past two years is explained in no small degree by a lack of good propaganda work on the part of both publishers and agencies—much of which class of work ought to be done, as PRINTER AND PUBLISHER has so often affirmed, by coöperative rather than by individual work.

It is true that hundreds of manufacturing establishments are oversold, and that the energies of many manufacturers are devoted to the making of shells, but it is also true that manufacturers are growing rich, that the country is amazingly prosperous, that for many now is an ideal time for them to "break in" on the Canadian market.

Yet in the face of all this the amount of constructive, aggressive propaganda work by Canadian publishers is woefully small; and the price of their neglect is being paid right now in the form of lost opportunities and lost business, both for the present and for the future.

One thing needs to be hammered home constantly: The price of new business and continuous business, for the requirements of both the present and the future, is EFFORT — intelligently directed and faithfully maintained. In this connection PRINTER AND PUBLISHER would remind its readers of the Scripture which says: "There is a withholding that tendeth to poverty."

When a publisher evades the obligation of supporting and maintaining a propaganda designed to sell his own wares he pays the cost just the same—and gets nothing for what he pays.

The time to be busy in the development of new advertising is NOW and all the time.

An "All Red" News Route

"THERE'S no more chance of getting that land wire across Canada than of getting to Heaven without a pass to St. Peter," was the emphatic statement of J. Ross Robertson, proprietor of the *Toronto Telegram*, and president of the Canadian Associated Press Association, to the Dominion Royal Commission, investigating Empire resources and relations, in Toronto, last month.

Mr. Robertson rather jolted the idea of the all-red cable route. He suspected that it was a little game of Australia's to get Canada to help pay the cost of a better cable service from the Antipodes.

He roundly condemned the proposal of Fred Pearson, of the *Halifax Chronicle*, to establish an Imperial wire service across Canada as too costly to contemplate.

"It would cost the newspapers of Canada $237,000 a year," he said. "It's out of the question."

Mr. Robertson also opposed the idea of an Imperial cable across the Atlantic. The Canadian Associated Press cable service was serving Canada efficiently now. It would cost perhaps three times as much to try and duplicate it.

Mr. Robertson explained that the association is not an organization for the collection and carrying of the general news of the world, but is confined rather to matters of special interest to Canada and other Dominions, not likely to be carried by general news agencies. The C. A. P. service is distributed throughout the circuit of the association's members by the G. N. W. Telegraph Company.

From the inception of the C. A. P. in September, 1903, to March 1, 1916, the service carried 1,982,319 words of cable matter, a yearly average of 158,585 words, or a daily average of 517 words The average yearly cost of the service is $21,896.11. The average yearly cost of the cables is $13,678.82.

Until 1913 the cables were transmitted by the Commercial Cable Co., at a general rate of ten cents a word. Since September, 1912, they had been sent through the Anglo-American Telegraph Co., at a rate of seven cents a word day press and five cents a word night press. The reduction has enabled the association to carry about sixty per cent. more cable matter for the same expenditure. The rate carries the news to Montreal as a distributing point. From Montreal they are put on land wires at rates to various points which he cited.

Mr. Robertson contended that an Imperial cable could give no cheaper rates than the C. A. P. is now enjoying. The association was serving Canada efficiently now, and it would cost perhaps three times as much to try to duplicate it.

Western Publishers Want National Leased Wire

PUBLISHERS of daily papers in the cities of Western Canada want the Dominion Government to assist in the establishment of a national leased wire from Halifax, N.S., to Victoria, B.C., over which a continuous news service can be maintained by a nationally organized press association. A memorial pointing out the desirability of such a service was prepared before the war, but it was never formally presented to the Government. It has, however, been placed recently in the hands of Sir Thomas White, Minister of Finance, and of Hon. Robert Rogers, Minister of Public Works, while last month is was presented to the Dominion Royal Commission, which is investigating the national resources of the British Empire, and of which Sir George Foster, Minister of Trade and Commerce, is a member. Appearing before the Commission, J. W. Dafoe, managing editor of the *Manitoba Free Press*, gave a brief explanation of the situation.

The West, Mr. Dafoe pointed out, is handicapped by the heavy cost of transmitting news from the East. So heavy is the cost that to lease a day wire is impossible, while the night wire at present operated is maintained only with the greatest difficulty. It was 1,400 miles from Ottawa to Winnipeg, and the wire that traversed it produced no revenue for that stretch. Similarly, there was a costly gap between Calgary and Vancouver of 700 miles. The result was that during the daytime Western papers had to fall back on Minneapolis and Seattle for their continuous service. Mr. Dafoe expressed no hostility to the American Associated Press, which he maintained was doing a great work, but he pointed out that the news handled by that organization, while probably not consciously biased in the least, was prepared for American consumption. The same news written by a Canadian reporter for the Canadian people would be differently handled.

Suggests an Imperial Press Association

AN IMPERIAL Press Association for the collection and dissemination of the news of the Empire, was the remedy proposed by E. F. Slack, president of the Canadian Press, Limited, for the present position of the news gathering situation, in the course of a statement made to the Dominion Royal Commission in Montreal. Mr. Slack suggested the establishment of a central news clearing house at London, where the news of Great Britain and the whole Empire could be collected, collated, edited and distributed throughout the Empire, each portion bearing its share of the expense according to its population and wealth—adapting the system of the American Press to the service of the Empire. This would have the desirable effect of drawing the bonds of the Empire closer, he claimed. With reference to the American Associated Press, Mr. Slack said its news was not colored, but it was collected entirely for American readers, Canada being merely allowed to come in on it. Emphasis was placed on news of little interest in Canada, while news of great importance to the Dominion and the whole Empire was neglected, as of little interest in the United States.

The Canadian Associated Press, Mr. Slack said, was too narrow in its scope, dealing with merely Canadian interests, instead of British and Imperial affairs.

Asked as to the advisability of Government subsidies in connection with his suggested improvement of the service, Mr. Slack said he personally did not favor the idea.

Advertising in Russia

IN A RECENT circular report on advertising in Russia, it is stated that this art is at a very low point in the dominion of the Czar. It is only in the largest cities that any use is made of modern advertising methods and in many instances these are rather crudely carried out. Newspaper advertising secures but little publicity as the papers are limited in circulation The number of newspapers and periodicals has increased materially in the last few years, but the readers are quite limited. Altogether, there are about 2,000 periodicals published in Russia, of which 850 are political, 225 religious, 120 medical, 186 agricultural, and 140 deal with trade and industry. About 1,385 of these are published in Russian, 234 in Polish, 65 in German, 47 in Lettish, 45 in Esthonian, 31 in Hebrew, 6 in French, and others in Chinese, Mongol, etc. In the polygot periodicals, German, French and English articles appear occasionally.

NEWS ITEMS—MAINLY PERSONAL

BRITISH COLUMBIA

The B. C. Western Catholic, until lately the official organ of the Catholic archdiocese of Vancouver, is to cease publication.

Stanley Gordon Keam, son of William Keam, Burnaby, was killed in action at the front on Sept. 15. Before enlisting he was employed in the office of the British Columbian newspaper in New Westminster.

Robb Sutherland, publisher of the Nelson *Daily News*, was a welcome visitor last month at the offices of PRINTER AND PUBLISHER. This was Mr. Sutherland's first visit East since he went West five years or so ago. Mr. Sutherland's father was the founder of the London *Free Press*, which he sold to the Blackburns.

Paul Gooding, journalist and travel writer, whose volumes of travel lore from various quarters of the globe are to be found in many libraries, passed through Vancouver last month on his way to the Lillooet, Chilcoten and Caribou sections. Throughout the United States, where he followed the news-writing profession for a number of years before graduating to the rank of journalist. Mr. Gooding is well-known. He is at present writing articles for Washington newspapers and magazines.

J. S. Cowper, who has covered the law courts for the Vancouver *Daily Province* for the past four years, was elected one of the members from that city to the provincial legislature on the Liberal ticket. He came fifth at the polls among a long list of candidates. Previous to his connection with the *Province*, Mr. Cowper was editor of a Rupert daily, having gone west from Toronto, where he served many years on the Toronto *Globe*. Mr. Cowper is an excellent speaker, and his addresses throughout the city and province in the interests of his party did not a little in winning the election for the Liberals.

ALBERTA

The Alliance *Times* has made its appearance. This is a clear indication of returning good times in the West.

D. B. A. Valiquette, formerly a newspaper man in Montreal, Calgary, Dawson City and other Canadian centres, has been admitted to the bar in Alberta.

The Lacombe *Guardian*, Lacombe, has ceased publication, owing to the increase in cost of paper, ink, etc. Several papers throughout the Western Provinces have had to close for a similar reason.

The Northern News Co., Ltd., whose shareholders were all Edmonton citizens, has been for some time negotiating with local men for the sale of the whole property including real estate, buildings and plant. The deal was closed last month. The new owners are changing the name of the newspaper to the *Athabasca Herald*. George Mills is business manager, and R. F. Truss is Editor of the *Herald*. J. V. Rawle is secretary treasurer.

J. Burt Malette, who has just become advertising manager of the Hudson's Bay Company at Calgary, is an experienced newspaper and advertising man himself, and comes of a family that is well known in American journalism. He is a New Yorker by birth. Since coming to Canada he has been Editor of the Calgary *Provincial Standard*, sales and advertising manager of the Calgary Furniture Stores, merchandise manager for F. R. MacMillan, Saskatoon. At present he is Western Canada committeeman for the Associated Retail Advertisers, associated with the A. A. C. W., and was the organizer of the Calgary Ad. Club, serving as its first secretary. Mr. Malette's father was for ten years owner of the *Saturday Review*, Ontario County *Newsletter* and the Seneca County *Newsletter*, all of which were published in Geneva, N.Y. His grandfather was city editor of the New York *Evening Post* during the civil war and was later editor of the Binghampton (N.Y.) *Republican*.

SASKATCHEWAN

Sergt. T. W. Laybourne, formerly of the Moose Jaw *Evening Times* has been wounded.

Readstone & Clarkson, printers and publishers, Melville, have been succeeded by Readstone & Morton.

MANITOBA

N. S. McLean, of the Transcona *Times*, was married on September 20 to Miss Jennie Anderson Miller, Winnipeg, eldest daughter of the late David Miller, and Mrs. Miller, of Barrhead, Scotland.

The Canadian Orthodox Russ, to be printed in both English and Russian, will shortly be started in Winnipeg by the Russian Mission in Canada. It will be published under the direction of Bishop Alexander, the first Russian bishop in the Dominion.

"The Printing Trade" formed the subject of the address at a weekly luncheon of the Winnipeg Rotary club, the speaker being M. Esdale of the Esdale Press, who dealt with the history of the printed page, giving some facts with regard to the progress of the company bearing his name.

Corporal Thomas Westgarth Rowland, the first member of the Winnipeg *Telegram's* composing staff to answer the call to the colors is listed among the casualties as wounded. Prior to going overseas with the Forty-fourth Battalion, he was an employee of the *Telegram* for six years. He is a native of Jarrow, Durham, England.

ONTARIO

J. G. Lucas, associate editor of *Hardware and Metal*, Toronto, was married last month.

J. B. Manson, for many years a pressman in the Government Printing Bureau, died recently.

The Peterborough *Examiner* has decided to accept no advertising of intoxicating liquors.

E. L. Winter, formerly of the Brantford *Expositor* and other Western Ontario papers, has been wounded.

Peter Ferguson, building superintendent of the Ottawa *Free Press*, has died of wounds in England.

Lieut. Bert Perry, recently sporting editor of the London *Advertiser*, has joined the Royal Flying Corps.

Alex. McIntosh, representative in Ottawa of McFarlane, Son & Hodgson, of Montreal, has enlisted for overseas.

Rolla L. Crain is erecting a large building on Welington street on which work is being rushed night and day.

Alex. McLeish, late city traveler in Ottawa for the Rolla L. Crain Co., has been killed in action in France.

George Martin, late of the editorial staff of the London *Free Press*, has rejoined the staff of the Stratford *Herald*.

P. M. Baldwin, assistant editor, Commission of Conservation, Ottawa, has enlisted with Queen's Field Ambulance.

Rumor has it that there will be a new Ottawa daily, conservative in politics, and backed by the Hon. Robert Rogers.

Ottawa *Journal* and *Citizen* are engaged in promoting circulation schemes. The *Citizen* handled Roberson Travelogues.

The Bank Note companies at Ottawa are very busy, the war loans and new postage stamp issues providing considerable work.

W. H. Davis, has sold the Beeton *World* to John Cook, who had been a machine operator in the *World* for a number of years.

K. W. McKay, who has been made director of recruiting for M.D. No. 1, is a member of the staff of the *Municipal World*, St. Thomas.

The Thornbury *Herald* has changed hands, J. H. Irwin, having disposed of the paper to Mark Lear, who has been editor for some time.

Dadson & Merrill have recovered from the fire which did but little damage to their plant. They are considering extending their premises.

Pte. H. Kenner B. Sawle, son of H. B. Sawle, editor of the Caledonia *Sachem*, died of wounds received in battle. "Somewhere in France."

The London *Advertiser* is using motion pictures of the "Battle of the Somme" in connection with an advertising scheme for their columns.

Corp. John Sydney Barker is dangerously ill with gunshot wounds. He is the eldest son of Mr. F. F. Barker of The Toronto *Globe* staff.

The Federated Press, Ltd., of Montreal, had a booth at the recent Ottawa exhibition, and is reported to have secured some good orders thereby.

The publishers of newspapers in the county of Norfolk have agreed to increase their subscription rates to $1.50 a year, starting Dec. 1.

The Kitchener *News-Record* has disposed of its jobbing business to a company, of which W. E. Gallagher, its former superintendent, becomes manager.

Ottawa *Free Press* has been prolific in special editions of late. During the past month it has issued a life insurance special and a fall fashion special.

Geo. A. Gall, formerly with the Acton Publishing Co., Toronto, has been made circulation manager and assistant advertising manager of *Farm and Dairy*, Peterboro.

The Barrie *Examiner* got out a special 157th Battalion Farewell Edition, filled chiefly with soldier news, which was presented to the men as they passed through.

The London *Free Press* has dropped the International News Service, following the action taken by Britain to exclude the service from official news sources in England.

William Findlay, of the *Free Press*, and E. F. Gilmour, of the Rolla L. Crain Co., represent the newspaper and printing interests, respectively, in the Ottawa Rotary Club.

Hugh S. Eayrs, formerly with the MacLean Publishing Co., Toronto, has become associated in a literary capacity with The Macmillan Company of Canada, book publishers.

The paper mills at Ottawa, report sales made covering their output for months ahead. The greater portion of the output of J. R. Booth is shipped to the United States.

Pte. A. R. Macdonald, a former member of the news editorial staff of the St. Catharines *Standard*, was wounded in the battle of the Somme on September 15, and is now in a hospital in France.

Andrew E. Murdock, formerly advertising manager of the St. Catharines *Standard*, and a most capable one, is now with Gilmore & Co., St. Catharines, dealers in hardware and sporting goods.

Pte. Ronald McDonald, formerly of the Guelph *Mercury*, and an agricultural writer of note, has been killed in action, according to a letter written to Guelph recently by a comrade. He had been missing for some time.

Col. J. B. Maclean, President, and H. T. Hunter, Vice-President of the MacLean Publishing Co., Toronto, attended the annual meeting of the Associated Business Papers, held last month at the Hotel Astor, New York.

Among the recent casualties are Pte. Joseph Walsh and Pte. Wm. Moore, killed, late of the London *Free Press* and London *Advertiser* staffs respectively, Pte. Victor Vinen, of the London *Advertiser* has been wounded.

T. F. Matthews, of the Matthews, Blackwell Company, and A. H. Stratton, formerly director of the Peterboro *Examiner*, purchased The Peterboro *Review* at a liquidator's sale before the Local Master, September 30.

James McHardy, artist, Toronto, has been made manager of the printing department of Lyon & James, manufacturing stationers, Toronto. Mr. McHardy is well known to Toronto advertising agencies and many advertisers.

C. S. O. Boudreault, president and manager of the Ottawa Printing Co., and who still retains his membership in the Typographical Union, was a delegate to the recent meeting of the Trades and Labor Congress in Toronto.

Capt. C. Beresford Topp, who went to England with the first Canadian contingent as correspondent of the Toronto *Mail and Empire*, and who later joined the regular forces, has been wounded for the second time, but not seriously.

The newspaper publishers of Toronto have come to the conclusion that the famine and enormous increase in the price of white paper will necessitate doubling the selling price of all one cent newspapers, and a large increase in advertising rates.

S. H. L. Pearce, a newspaperman who recently returned from the front, having been wounded and rendered unfit for further military service, has taken the position of associate-editor of The Owen Sound *Sun*. Mr. Pearce was formerly of Orillia.

Joseph L. Rutledge, recently with George Vipond & Co., wholesale print, Montreal, has been made editor of the *Canadian Grocer*, Toronto. Mr. Rutledge is a graduate of Victoria University and a former newspaper man, having served on the staff of the London *Advertiser*.

In honor of the Danish nation and in compliment to the people of Danish extraction who are among us in the country, the national flag of Denmark floated over the *Free Press* building on the birthday of King Christian X., born September 26, 1870, crowned May 14, 1912.

Ottawa printers are not feeling the shortage of paper supplies as seriously as some of those in larger centres. Owing to the absence of wholesale paper houses the printers carry their own stocks and, seeing the shortage coming, they placed fairly large orders in advance.

F. B. Utley, for several years in the card writing department of the T. Eaton Co., Toronto, and formerly of Galt, is now with the service department of the Acton Publishing Co., Toronto. His son is in the service department of the Hugh C. MacLean Publishing Co., Toronto.

Lieut. William H. Bunting, who, went overseas with a Vancouver unit, is reported severely wounded in the knee and amputation became necessary. Lieut. Bunting is a son of the late C. W. Bunting, who was at one time general manager of *The Mail and Empire*. He was at one time a member of the editorial staff of *The Mail and Empire*.

Five members of the staff of the Woodstock *Sentinel-Review*, who have donned the khaki, were recently presented with suitable gifts by their colleagues. Capt. Taylor, former editor of *Rod and Gun* was at the same time given a gold ring. *The Sentinel-Review* boys honored were Lieut. F. C. Hamlyn, Pte. Geo. and Pte. Ernest Dorken, and Q.M.S. Percy Metcalf.

Lieut.-Col. J. D. Clarke, who left London, Ont., for overseas service a few days ago in command of the 111th South Waterloo Battalion, is a well-known Canadian newspaperman, being editor and proprietor of the *Daily Reporter*, Galt, Ont. Col. Clarke is also commanding officer of the 29th Militia Regiment, Highland Light Infantry, Galt.

The Kitchener *Daily Telegraph* issued a successful "Shop In Kitchener Week" number on Oct. 14th, carrying fifteen pages of special advertising. Merchants co-operated by refunding railroad fares to purchasers of goods to the amount named in the schedule. Ten thousand copies were circulated and the sale proved very successful.

The Kitchener *Daily Telegraph* and the *News-Record*, the evening papers have both announced an increase in subscription rates effective Nov. 1. The new rates are 2 cents a copy, 35 cents a month and $4.00 a year, delivered and $3.00 by mail. The former rates were 1 cent a copy, 25 cents a month and $3.00 a year delivered and $2.00 by mail.

At a meeting of the Toronto Press Club, the following officers were elected to serve for the balance of the present year: President, G. H. K. Mitford, *World*; Vice-President, J. M. Milligan, *Globe*; Secretary, Hew Trill, *World*; Treasurer, William Logan, *News*; Auditors, Al. F. Keemlie, *Star*; John Pritchard, *Globe*; W. Wallis, *Mail and Empire*.

Lloyd Moore, of the news staff of the *Globe*, has succeeded Mr. Smith as assistant commercial editor. Mr. Moore is also a graduate of Toronto University, where he took a successful course in philosophy, winning high scholarship honors. His journalistic career covers four years, during which time he served as a reporter on the Brantford *Expositor*, Toronto *World* and Toronto *Globe*.

A meeting of the publishers of the Haldimand County (Ont.) weekly newspapers was held at Caledonia last week and approved unanimously a resolution deciding to place the subscription price of their papers at $1.50 per year from December 1, for new subscribers, and February 1 for renewals. The papers represented were the Hagersville *News*, Jarvis *Record*, Caledonia *Sachem*, Cayuga *Advocate*, Dunnville *Gazette* and Dunnville *Chronicle*.

R. Goldwin Smith, for some time assistant commercial editor of the Toronto *Globe*, who recently resigned from that paper to become financial editor of the Toronto *Daily News*, is a graduate of the University of Toronto and entered upon his profession five years ago. In addition to his work with the *Globe* he has been a contributor to various commercial periodicals and has also written articles of a literary and philosophical character for some of the leading Canada magazines.

A. G. McIntyre of Toronto has been appointed special representative of the Committee on Paper of the American Newspaper Publishers' Association. To take this position Mr. McIntyre leaves the position of general manager of the Metagami Pulp & Paper Co. He has been associated with several of the successful pulp and paper enterprises in the Dominion, and was the organizer of the Pulp and Paper Association of Canada. His headquarters will be in the *World* building in New York.

QUEBEC

Frank Carrel, the Quebec live-wire publisher, established a movie show at Valcartier Camp for the benefit of the soldiers in training there.

The Trades Publishing Company, formerly known as the Montreal Printing Company, are offering for sale their entire plant at 42 Jacques Cartier Square, Montreal, in lots to suit the purchaser.

The Donnacona Paper Company, with mills located at Donnacona, Quebec, thirty miles from Quebec City on the St. Lawrence river, is the prize now sought by the French syndicate of Parisian newspaper publishers who failed some time ago to secure control of the Remington Paper and Power Company's group of mills near Watertown, N.Y.

Strong protests have been made in the Quebec city council against an article which appeared in the *Chronicle*, blaming the Catholics of that province and the Liberal party as being the two influences which have been marking time on the question of recruiting. The Council adopted unanimously a resoluton censuring the *Chronicle* for publishing the article.

MARITIME PROVINCES

H. B. Jefferson succeeds "Deacon" Edington as city editor of The Moncton, N.B., *Times*.

The Union Advocate of Newcastle, N.B., has changed its publication date from Wednesday to Thursday.

A. R. Smith, formerly of *The Standard*, St. John, has been appointed city editor of The Moncton, N.B., *Transcript*.

H. F. Goodwin, a Maritime province man

who has been residing in Boston, has joined the news staff of the St. John *Standard*.

E. Smith Scott is starting a job printing establishment on St. George street, Moncton. He was formerly a journeyman job printer.

J. Louis Slattery, news editor of the St. John *Standard*, has resigned his position to become an assistant news editor on the Montreal *Gazette*.

J. L. Stewart of the *World*, has just finished a recruiting tour in which he delivered addresses fourteen successive nights, making a practically new speech every night.

The Maritime Press, Limited, job printers have moved from their old stand to a fine new store on Main street, Moncton, and added stationery and book selling to their business.

Sergt. Alex. Ingram, of the Moncton *Transcript* staff, was killed in action at the front. Charlie Manning, formerly city editor of the same paper, was also killed in action at the front.

The name of James H. Crocket, managing director of the Fredericton *Gleaner*, has been mentioned among those from among whom the successor to the late Hon. John Costigan in the Senate may be chosen.

Lieut. L. Howard Johnstone, of a Nova Scotia Battalion, son of Dr. E. J. Johnstone, of Sydney, and a former member of The Sydney *Morning Chronicle* reportorial staff, was killed in action at the front on Saturday, October 7.

Strong endorsation of the action of the Canadian Press Association in urging upon the government to call a halt on the rising prices of news print was the feature of the annual meeting of the Maritime Press Association, at Truro, October 19.

At the meeting of the maritime section of the Canadian Press Association held in Truro on October 19, two prominent Ontario newspaper men, J. G. Elliott, president of the C. P. A. and E. Roy Staples, chairman of the weekly section, C.P.A., delivered addresses on the value of co-operation.

Howard Logan, for fourteen years a member of the staff of the St. John *Globe* job printing office, was killed in action on the western front while fighting with a New Brunswick infantry battalion with which he went overseas. Two of his brothers are at the front, one of them having been wounded recently. He was prominent in various branches of athletics.

Publishers of North Shore, N.B., papers, including H. B. Anslow of the Campbellton *Graphic*, Carpenter, the Campbellton *Tribune*, J. F. Benson of the Chatham *Commercial*, Harry Brown of the Newcastle *Advocate*, M. Williams of the Newcastle *Leader* and J. L. Stewart of the Chatham *World*, met in the Newcastle and decided to charge $1.50 for their weekly edition after Jan. 1. Two other papers, which were not reported, may or may not do likewise.

L. H. Cortright of St. John, has been appointed assistant advertising manager of the Birmingham *News* of Birmingham, Alabama, and will be in charge of the service department of the paper. He assumed his new duties last month. After experience in the advertising department of the Syracuse *Herald* and as advertising manager of the Newport *News-Herald*, Mr. Cortright went to St. John as advertising manager of the *Telegraph* and *Times*, and continued with them for four years. He then accepted a similar post with the *Sun* and *Star* and, when they went out of business became advertising manager for the big M.R.A., Ltd., stores, a position which he held for the last six years.

NEWFOUNDLAND

The marriage of D. Wall of the St. John's *Daily News* staff and Miss M. Burke, took place the 12th October.

The Newfoundland *Quarterly* Autumn Number has been issued, and as usual contains an abundance of interesting reading and illustrations pertaining to the Ancient Colony.

There were two or three newspaper representatives on board the *Stephano* when she was torpedoed off the New England coast. The newspapermen had been to Newfoundland.

A. L. Barrett, manager of the *Western Star* of Curling, Nfld., was laid up the middle of October with abscess of the face. He is again able to get around and attend to his office duties.

Hon. John Alexander Robinson, St. John's, for the past twenty-two years editor of the St. John's *Daily News*, has been appointed postmaster-general of Newfoundland, succeeding the late Hon. Henry Woods.

Hon. P. T. McGrath, editor of the St. John's *Evening Herald*, who spent August and September in Canada and the United States, returned home the first part of October. During Mr. McGrath's sojourn he spent much time in studying the pension schemes in connection with the military of the various countries visited.

The Dead

William Brown, for many years publisher of the Bruce (Ont.) *Herald* and a pioneer newspaper man of Vancouver, B.C., died in that city.

Lieut. L. Howard Johnstone, of a Nova Scotia Battalion, and a former member of The Halifax *Morning Chronicle* reportorial staff, has been killed in action.

Gordon E. Ferguson, three and a half years in Canada, from Kent, England, who worked for some time in the *Review* office, Bridgeburg, has been killed in action on the Somme front.

Benjamin Kidd, a special correspondent of the London *Times*, died on October 1 in South Croydon, England, aged sixty-nine years. He was the author of many books on social evolution.

Capt. Victor N. W. Holmes died of wounds in a military hospital at Amiens, France, on October 4, according to a telegram received by his brother, Charles E. A. Holmes, editor of Publicity, Montreal.

Lieut. William C. Carey, a young Hamilton officer, has laid down his life in freedom's cause. By the will of his father, the late Wm. Carey, he was one of the proprietors of The Spectator Printing Company.

Pte. W. Anderson, reported as killed in action, is another member of the Toronto *Star's* honor roll who has been called upon to make the supreme sacrifice. Pte. Anderson worked in the *Star's* composing room for six years.

Sergt. H. H. Goodwin, who has been missing since the Battle of St. Julien in April, 1915, has been officially declared dead. He was a member of the 48th Highlanders, and went to the front with the 15th Battalion. He was formerly employed by the Toronto *Saturday Night*.

Lieut. Howard Johnston, Montreal, at one time assistant financial editor of The Montreal *Gazette*, has been killed in action. After severing his connection with the *Gazette* about five years ago, he returned to Halifax to work on *The Chronicle*, and was there when the war started.

The death occurred in Winnipeg of C. W. Dafoe, aged 76, father of John W. Dafoe, editor of the *Free Press*, and Wallace Dafoe, Western Associated Press correspondent at Ottawa. Deceased went to Manitoba 30 years ago from Hastings County, Ontario, and farmed near Killarney until a few years ago, when he retired.

Major Gordon H. Southam, commander of the Hamilton Sportsmen's Battery, son of William Southam, president of the *Spectator* Printing Co., has been killed in action. Shortly after graduation he entered the field of journalism, and returned to Hamilton to become connected with the *Spectator* newspaper.

The death took place September 29 of Frank H. Whiteside, M.P.P. Coronation, as the result of gunshot wounds which were inflicted last Sunday night. Mr. Whiteside located at Coronation a few years ago, and besides ranching went into the newspaper business, starting the Coronation *Review* and the Castor *Advance*.

Lieutenant Hume S. Wingard, of the South Wales Borderers, died from wounds received on September 21. Lieut. Wingard gained many friends while working for the Montreal *Gazette* and other city newspapers. He has contributed poetry and short stories to various magazines during the three or four years that he has been in newspaper work. The London *Times* accepted a war poem which he had written for a competition started by that journal.

General

Newspaper men visited the Marne battlefield in connection with the celebration of the second anniversary.

The American Sunday Monthly Magazine will be combined with Hearst's Magazine, beginning with the January issue.

The Women's Press Club, of Winnipeg, held its tenth annual meeting last month and elected Mrs. C. P. Walker president.

The Milwaukee *Free Press*, a morning newspaper, has announced an advance from one to two cents in the price of the paper for street sales.

The fifth of a collection of letters from the hundreds of employees of the Canadian Bank of Commerce, now at the front, has just been published in pamphlet form.

La Lucha, of Havana, a leading newspaper of Cuba, announces through its correspondent here that it is willing to wager $10,000 that the Allies will win the war.

The Scripps-McRea League of Newspapers includes the *Cleveland Press*, *Columbus Citizen*, *Cincinnati Post*, *Toledo News-Bee*, *Akron Press*, Oklahoma City *News*, and Des Moines *News*.

Horace White, formerly editor-in-chief of the *Evening Post*, and vice-president and president of the New York Evening Post Company, is dead. For many years he was one of the leading journalists of that country.

Henry Ford, millionaire automobile manufacturer and pacifist, has filed suit against the Chicago *Tribune*, asking $1,000,000 damages. In his petition, Ford alleged that the *Tribune* libelled him by calling him "an anarchist."

The German authorities in Belgium have rewards totalling $18,750 for the betrayal of the editors and publishers of the newspaper Libre Belgique (Free Belgium). The newspaper is said to be written and published in a motor car.

The Distinctions of the Nelson *Daily News*

By C. J. Laval

"UNUSUAL things in the newspaper game;—let me tell you fellows of one." It was in the Spokane office of the Associated Press where a group of newspapermen had gathered one night after the operators had gone home and the clatter of the instruments had been succeeded by the subdued rumble of the *Spokesman-Review* presses in the basement below.

"These unusual things," the speaker continued, "are often found in unexpected places. When it comes to the eternal on-edgeness of the news game, and enterprise, and big things generally, we've got a habit of looking to the cities in the eastern states and forgetting about other parts of the world. But the biggest things in newspaper work don't always sprout on Park Row and the big papers don't pull all of the wonderful stunts." The others waited expectantly as the speaker paused.

"Can any of you fellows," he began again, "name a town of less than 5,000 where there's a paper taking a full leased wire report—anywhere? Did you ever hear of a daily newspaper that had a bigger circulation than the sum total of the population of the town in which it is printed? Or do you know of a town of that size, I mean under 5,000, with a paper that pays as much for its wire news as the big dailies?" They looked at him incredulously.

"It's the Nelson *Daily News* of the town of Nelson up in British Columbia that I'm talking about," he told them.

"I went up there to handle their wire stuff," he went on. "I arrived with the notion that it was a pony report I'd have to juggle, and I stepped into a new experience.

"Instead of the 1500-word pony report that most towns of that size pride themselves on—if they use a wire report at all—I found myself breasting the full news tide that sweeps westward every night through Canada—a flood of matter of about the same quantity that comes nightly into Spokane or into Seattle, from 12,000 to 15,000 words.

"And that wasn't all. The ordinary newspaper in a city, say of 100,000, takes under a thousand words of special wire stuff a night. The comparison I'm making holds good in this particular, for the special matter to the Nelson *Daily News* will average around 500 words a night. I've seen 7,000 words of special come in in one night. The point is this: The Nelson *Daily News* operating in a town of less than 5,000 people is like a paper in a big city. It isn't a question of fixing minimums when it comes to getting the news. If the leased wire falls short, or if sectional or other news not carried on the leased wire breaks—anywhere—they reach out for it, just as metropolitan papers do."

"How do they do it?" someone asked.

"That's a question I at once asked myself up there and the answer is that it's a mixture of Sutherland and geography. The Sutherland part is the business manager of the paper, Robb Sutherland. Need I add that he knows his business. A look at the map will explain the geographical part of it.

"Nelson is not only the largest centre in the interior of British Columbia, but it is so located with reference to rail and boat traffic that the *Daily News*, the only paper in the town, is able hours ahead of all competition to reach a great area north of the boundary line and extending from the grain country in Alberta westward through the rich and thickly settled lumber and mining sections and the lake country to the border of the famous Okanagan and Penticton fruit districts.

"Every community and hamlet in this wide area has its *Daily News* correspondent and the department of the paper devoted to this news of the district is just another of its wonderful features. More than fifty regularly employed correspondents supply this news matter. How many big papers have that many country correspondents?

"So when you talk of unusual things in the news game, I think of Nelson at dawn of day when bundles of papers come hurtling out of the *Daily News* mailing room. They go by train, boat and stage, and to reach some of the remoter mining camps, they go over dizzy trails in pack saddles. But wherever they go in all that broad district, the important thing is this: They get there first."

Annual Report of C. P. A.

THIS year's volume follows the plan of the issues of previous years. Its comprehensiveness is suggested by the number of its pages—178. The cover this year is in two colors—an innovation. The contents are a report of the proceeding of the 58th annual meeting of the Canadian Press Association held at Toronto, June 1 and 2, 1916. Many of the addresses delivered at this meeting are reported in full; and in the case of others a good synopsis is provided, the proceedings at both general and sectional meetings are given with satisfying fullness. In this year's issue is given a list of members up to date, July 31—a very useful and desirable feature. Also the by-laws of the C.P.A. are incorporated. The report was produced by the *Sentinel-Review*, Woodstock.

The Making of Newspapers

"JAMES GORDON BENNETT started the New York *Herald* with $500. When Joseph Pulitzer bought the *St. Louis Dispatch*, he figured that he had money enough to run it for fifteen weeks! The great San Francisco *Chronicle* was founded without money as a theatrical programme little more than fifty years ago, by two boys, Charles and M. H. De Young. It literally made itself by exhibitions of extraordinary energy and enterprise. The newspapers mentioned were not made by patient upbuilding like a select few, but by dash and vigor, by pushing their ideas and energies into the field and conquering." Thus writes Don C. Seitz, of the New York *World*, in his "Training for the Newspaper Trade" (Lippincott's). Editors are born, not made.

St. Lawrence and Ottawa Valley Meetings this Month

A MEETING of the St. Lawrence River Counties Press Association has been called for Brockville, Monday, November 13. Arrangements are under way for the holding of a meeting of the Ottawa Valley District Press Association, possibly at Renfrew, on Friday, November 10. At both meetings the $1.50 subscription rate will be on the programme for discussion. President Elliott, of the Canadian Press Association, will speak at the Brockville meeting.

Basis of Advertising Rate

MR. OCHS, publisher of the New York *Times*, places the rate-ideal for newspaper space at one cent per line per thousand circulation. It is conceivable that, in time, this ideal will be realized. If it is realized it will be through the development of reader-responsiveness to advertising to a degree not yet achieved.

PRINTERDOM

Toronto job printers say that business is improving.

Stephenson, Blake & Co., Toronto, report good business for October.

Millar & Richard, Toronto, are pushing the Duplex stereotyping machinery.

Mr. John Adair, secretary of The Montreal Gazette Printing Company, is dead.

Admiral Sir John Jellicoe entertained last month a company of the overseas journalists.

A Calgary shoeman had to pay $50 and costs for a false statement in his advertisement.

Ellis H. Wilkinson, paper agent and exporter, Toronto, has enlisted for overseas service with the 234th Battalion.

The Anglo-Canadian Type, Toronto, report that $100,000 worth of their machinery orders are unfilled by British manufacturers.

The Gagnier Publications, Toronto, have added considerably to their printing plant in anticipation of big business after the war

The National Labor Council of Montreal has asked the Dominion Government to place an embargo on the export of paper till Canadian needs are satisfied.

It is said that the Toronto dailies will reduce the column width to 12 ems, or 2 inches. The narrow column conserves the eyesight, and incidentally reduces the paper bill.

Chas. Bush, Toronto, whose factory was considerably damaged by fire a month ago, has added another story to their building. Extensive additions are to be added to ink and roller plant.

The International Paper Company has announced that the price of newsprint delivered in the United States for 1917 will be at the rate of 3¼c a pound. The contract price for 1916 was 2¼c.

"A large and prosperous wholesale paper house and paper mill agents" advertise under a box number in this month's PRINTER AND PUBLISHER want ad. section inviting subscription to capital stock.

The Intertype has sent out notices saying that the corporation has established an inspection service. Inspectors will make periodical visits. Miller & Richard, Toronto, and Winnipeg, are Canadian agents.

Canadian capitalists are advertising their willingness to back and finance a paper mill, provided a number of newspapers are willing to guarantee tonnage on five or ten-year contracts at a fixed price.

An old and respected employee of the *Globe* in the person of James Dayment, passed away on September 30.

The late Mr. Dayment had been an employee of the *Globe* for over thirty years. He was a member of the A.O.U.W., of the *Globe* Benefit Society, and of the S.O.E.

Pte. Herbert Mulock, reported to have died of wounds, was a former employee of the *World*. Mulock was an apprentice in the mailing room, and one week before the 74th Battalion left for overseas he enlisted in the unit along with a companion from the press room.

The Aylmer, Ont., *Tribune* office narrowly escaped destruction by fire Thursday morning, Oct. 26. Several buildings were burned. The business section of the town narrowly escaped destruction. The fire was stopped by the brick wall of the *Tribune* office. The St. Thomas fire brigade gave assistance to the local firemen.

Corp. Wm. John Sinclair of the 81st Battalion was wounded in action Oct 1 and now lies in a French hospital. He is a machine operator, and worked in the office of the MacLean Publishing Co. several years ago. He received his first wound while operating a machine, losing the top of a finger. "Chick," as he was known by, was one of the best of Canadian amateur light-weight boxers, he was Toronto city, Ontario and Dominion champion. Gentlemanly and courteous he won the respect of all. His parents reside in Toronto, his mother being a sister of ex-Mayor Thomas Essery of London. His wife and son of six years live at 84 Greenwood Ave., Toronto. Corp. Sinclair's younger brother, Melville, was killed beside him in a trench Sept. 15. Corp. Sinclair was physical and bayonet-fighting instructor.

PRINTERS GETTING LIVING WAGE

J. W. Hays, secretary of the International Typographical Union, has completed a report showing the total increases in wages received by the members of that organization during the past year, with the average wage paid each member of the organization. The figures show that the printers received $1,556,209 more last year than they did the year previous, and that the average wage is $1,041.18. The union paid mortuary benefits to the amount of $274,822.31 and old age pensions to the amount of $332,920 during the year. For the maintenance of the aged and sick members at the Home in Colorado Springs there was paid $120,149.07. According to statistics compiled by Ald. Robins, financial secretary of the Toronto Railway Employees' Union, the printers' average wage has just reached the living wage standard for a man and wife and three children.

AGREED TO CONTINUE ARBITRATION

The members of the Toronto Typographical Union have learned that the International Union and the American Newspaper Publishers' Association have renewed the arbitration agreement for another year. This agreement has made strikes impossible in newspaper offices in the past and the principle of Arbitration as applied to the job offices on the North American Continent has been approved by the convention of the International Typographical Union and also by the Employing Printers in the job printing industry. The Toronto Union will decide at a future meeting whether they will come under the terms of the arbitration agreement entered into with the Executive Committee of the International Union and the representatives of the American Newspaper Publishers' Association.

MERCURY ADDS FAST PRINTING PRESS

The Guelph *Mercury* has installed a "Haddon Safety," press, which has an automatic delivery, enabling the paper feeder to turn out twice as many printed sheets as on the ordinary platen press in the same time. To printers who may not know the "Haddon Safety," it may be said that the platen is a part of the main framework casting, ensuring perfect rigidity no matter how fast the machine is running or how long it has been in use.

Three "form rollers" are provided and the ink fountain is the full width and of the most efficient pattern. The roller tracks are adjustable, to allow for shrinkage of the rollers, an unusual feature in platen presses. The "throw-off" is operated by a treadle, leaving the feeder's hands free to lay on the sheets. The feeding and delivery and registering equipment is ingenious, all tending to speed. The press is well fitted to do fine two and three-color printing rapidly.

PRINTERS WAR ON TUBERCULOSIS

The Executive Council of the International Union has issued a booklet dealing with the battle being fought by the I.T.U. against tuberculosis. The hospital annex to the Union Printers' Home at Colorado Springs, Colorado, contiguous to Pike's Peak, cost the union $40,000. Later a tuberculosis pavilion, accommodating 20 patients and costing $10,000, was added to the sanitarium. The home is situated on 80 acres of land, donated by the citizens of Colorado Springs, and real estate men value the whole property at $1,000,000. During the past 19 years the International Typographical Union has spent more than $1,250,000 in building and maintaining the Union Printers' Home.

DONNACONNA RUMOR

Rumors say that the negotiations for the sale of G. H. P. Gould's Donnaconna Paper Company, Ltd., of Donnaconna, Canada, by daily paper interests of Paris, France, has fallen through on account of the unwillingness of the French interests to carry out Mr. Gould's commitments to Adolph Ochs of the New York *Times*, to whom the Donnaconna mill supplies news print.

PAPER COMPANY CHARTERED

A charter has been granted to the Empire Pulp and Paper Company, Ltd., with headquarters in Vancouver, B.C., and a capital of $2,500,000, to acquire and take over from the Swanson Bay Forests, Wood Pulp and Lumber Mills Company, Ltd., the whole of its assets and undertakings, with the exception of certain lands in Prince Rupert.

The size of railroad tickets will be reduced to make a saving in price of heavy paper used.



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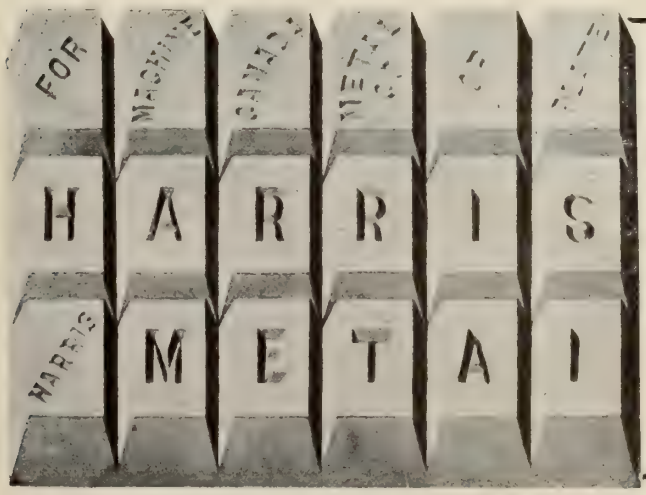
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PORT ARTHUR WANTS MILL

By a vote of 1,200 to 40, the ratepayers of Port Arthur have ratified an agreement between the city and Annwell G. McIntyre, of Toronto and Montreal, by which the latter, representing interests which now have four pulp mills in Canada, will build another mill here. They plan a plant of 150 tons output per day in three units of fifty tons per day each, to which is to be added a paper mill. Under the agreement upon which pulp limits are secured from the Ontario Government, the 100-ton plant must be completed in three years, at a cost of a million dollars.

A. G. McIntyre of Toronto, mentioned in the above was recently appointed special representative of the Committee on Paper of the American Newspaper Publishers' Association. He is well known, both as an engineer and as manager of several paper companies in Canada. He was also superintendent and organizer of the Forests Products Laboratories of Canada under the Dominion Government, also organizer and first secretary-treasurer of the Canadian Pulp and Paper Association. He recently resigned as general manager of the Metagami Pulp and Paper Co., Toronto, to accept a position with the American Newspaper Publishers' Association.

PULP AND PAPER

It is understood that English capitalists, under Sir Robert Perks, have taken over the plant of the New Brunswick Pulp & Paper Company, Millerton, N.B., and will rebuild on a larger scale.

Plans have been prepared for the erection of a $300,000 addition to the Lincoln Paper Mills at Merritton, Ont. The addition will consist of a sulphite plant.

TO INCREASE OUTPUT

Indications of the activity of Canadian manufacturers in preparing to increase their output are shown in a dispatch from Vancouver as follows:

"George F. Whalen, a wealthy capitalist, who is head of big pulp concerns in Ontario and British Columbia, has completed financial arrangements with eastern Canadian associates for the opening of great pulp mills at Quatsino Sound and Swanson Bay, in addition to the present works of his company at Howe Sound."

The examination of possible new papermaking materials from within the British Empire continues to be carried out systematically at the Imperial Institute. Some of the latest results in this connection are published in the new number of the *Bulletin* of the Imperial Institute. One of the materials under investigation has been tambookie or tambootle grass, which grows luxuriantly over vast tracts of country in the Transvaal, particularly in the northern parts. This grass has now been proved to yield, under the same conditions, more pulp than Algerian esparto grass, but a little less than Spanish esparto. Not only is the yield high but the pulp is of good quality and can easily be bleached.

Paper-making trials at the Imperial Institute show that a satisfactory paper of fairly good strength can be made from tambookie grass pulp. The most remunerative use for the grass will probably be to convert it in South Africa into "half-stuff," which can be exported to Europe or used for paper-making locally.

Specimens of the grass and of paper made from it may be seen in the South African Court of the Imperial Institute.

U. T. AND F. C. NOTES

President C. D. Traphagen of the United Typothetae and Franklin Clubs of America has arranged to spend several days each month at National headquarters of the organization, giving his individual attention to the activites of the organization.

The cost accounting department of the United Typothetae and Franklin Clubs of America is now engaged in preparing a cost system for lithographers. This work has been taken on at the request of the National Association of Employing Lithographers.

The Utah Division of the United Typothetae and Franklin Clubs of America, Salt Lake City, was awarded the nineteen sixteen banner, for having attained the greatest percentage of gain in membership during the year.

The Franklin-Typothetae of Chicago, retained the banner awarded to that organization in nineteen fifteen, because of the largest individual membership.

Jos. A. Borden, secretary of the United Typothetae and Franklin Clubs of America, has returned to National headquarters after an absence of several weeks following the convention at Atlantic City. Mr. Borden visited sevral eastern cities to confer with the allied industries regarding organization work. He then visited cities in the middle west and addressed printers' meetings on the activities of the National organization and the value of concentrated effort.

Mr. F. W. Fillmore, cost accountant, United Typothetae and Franklin Clubs of America, spent the past several weeks in Providence, R.I., doing some special cost work for one of the National organization members. Several members in the middle west are having their cost system revised to meet the requirements of the Standard Cost-Finding System, so that they can receive the Certificate of Cost Finding, now issued by the National organization.

The United Typothetae and Franklin Clubs of America is issuing to its members, who are keeping the Standard Cost Finding System correctly, and who send to National headquarters, each year, their annual statement of cost of production, on the prescribed 9H form, sent out by the Cost Commission of the organization, a Certificate of Cost-Finding. This certificate is good for one year only, and states that the holder is keeping the cost system correctly. It is 12 x 10 in size and bears the endorsement of the Federal Trade Commission; is issued over the seal of the National organization and the signature of the Chairman of the American Cost Commission and the organization secretary.

This certificate is of far reaching importance to the printing industry. Plants possessing the certificate can point with confidence to the fact that their costs are correct, when a dispute arises with their customer as to charges made on any specific job.

Members should avail themselves of this valuable help. Printers who are not members of the United Typothetae and Franklin Clubs of America should investigate this and get busy and have the Standard Cost-Finding System installed in their plant. It will pay them well.

The Philadelphia *Public Ledger* has arranged a cable and mail service with the London *Times*. The service will be syndicated to other papers.

THE LINDBLADH RULING MACHINE

The makers of this machine say that it "makes a new era in the history of paper ruling." Built on the unit system, they say it is "capable of ruling with absolute accuracy ten separate and distinct forms in one operation each way." In Madison Square Gardens, it was one of the points of big attraction.

NOW ALL MONOTYPE

The Quebec *Daily Telegraph* has installed an all-Monotype equipment using five complete Monotype units, in place of the six slug-casting machines and one Monotype that it formerly used. The entire paper is now set on the Monotype by the same men who formerly operated the slug machines.

NEW MONOTYPE CATALOG

An interesting catalog has just been issued by the Monotype Company describing their unit system of construction. Like the Monotype itself, this catalog is arranged on the unit system: the ten most important advantages of the Monotype are taken up in order and analyzed in a clear manner, and without technical details. Then the different units comprising the Monotype equipment are shown with a brief description of the function of each attachment and its adaptability to work of every class handled in the composing room.

Printers and publishers interested in good typography, or considering spending money for type or typesetting equipment, should ask the Lanston Monotype Machine Company, Philadelphia, for a copy of this new catalog.

J. E. LEWIS LEAVES THE MONOTYPE STAFF

The Lanston Monotype Machine Company announces the resignation of J. E. Lewis, who, for the past ten years, has been manager of their New England District, to take effect November 1, 1916. Mr. Lewis will be connected with the Atlantic Printing Company, of Boston, Mass., as president and general manager.

MONOTYPE COMPANY CONSOLIDATES DISTRICTS

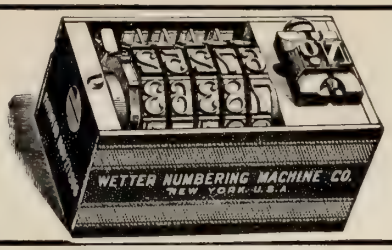
The Lanston Monotype Machine Company announces that on November 1, 1916, the New England and the New York Districts will be consolidated under the management of Richard Beresford, the present New York manager, and will hereafter be known as the New York-Boston District.

This consolidation is in accordance with the company's desire to improve, if possible, its reputation for service to users of the Monotype. Offices will be retained in both cities under the direction of Mr. Beresford, who is already well-known to the printers and Monotype users of the East.

GLOVE CERTIFICATES FOR PRINTERS

The Goes Lithographing Co., Chicago, are now working on a new line of blanks consisting of Glove and Merchandise Certificates, which are used very extensively by Department Stores, Haberdashers and other Merchants during the holiday season; also a line of Christmas Savings Club Checks. The makers will be glad to supply samples and prices upon request of any printer or stationer.

Here is a line that many a Canadian printing firm would do well to investigate, for there is in it the likelihood of new and profitable business.



WETTER Numbering Machines

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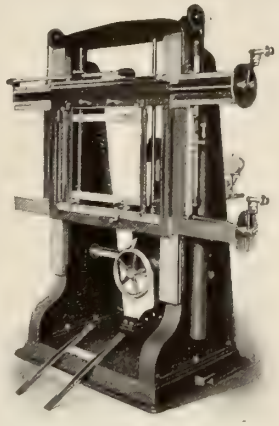
Lithotex machines and process are the cheapest, most efficient and accurate ever put on the market; they are simple in construction, easy to operate, and require small floor space; they have been endorsed by three foreign Governments; have been awarded two gold medals (England and France), and are being used by the largest Lithographers and Printers in the world.

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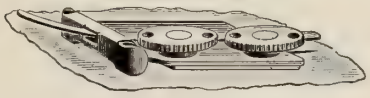
where machines will be made upon order, or to the Lithotex Corporation, 124 White Street, New York City. Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



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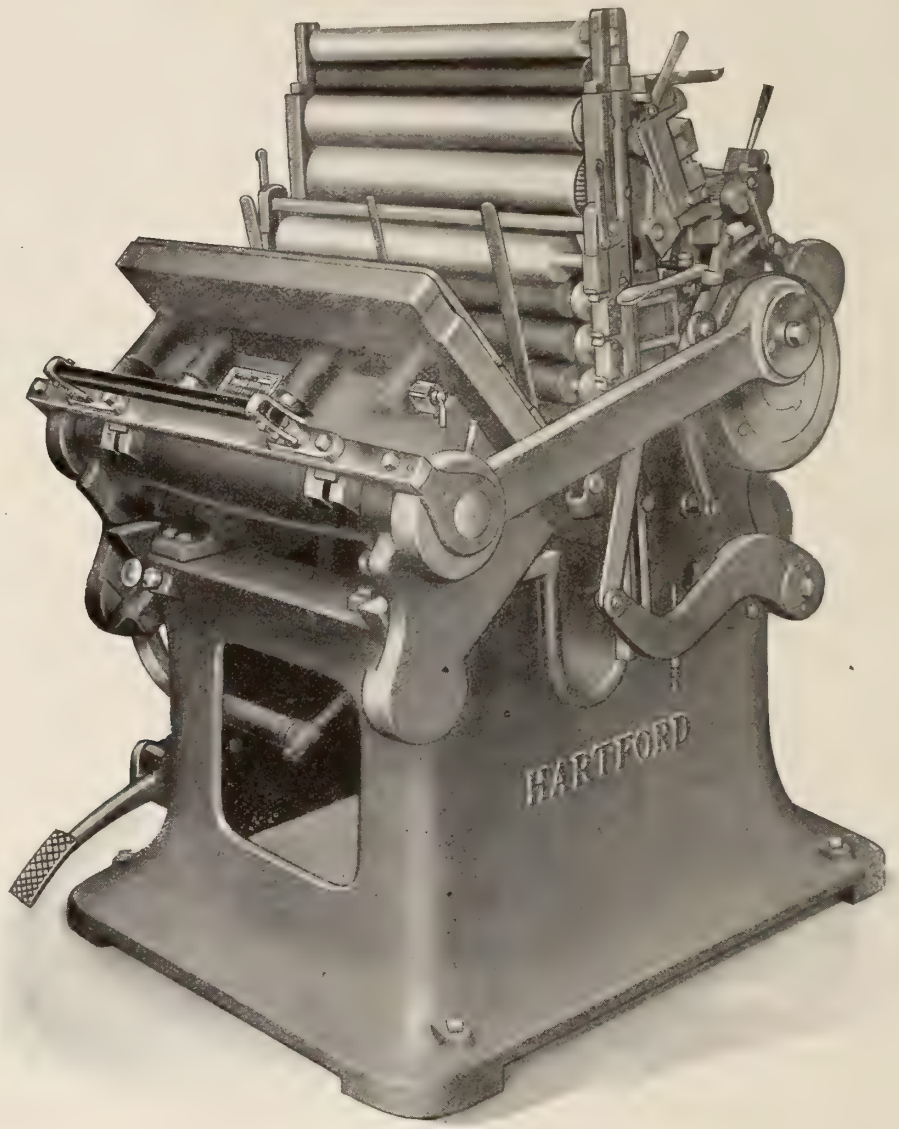
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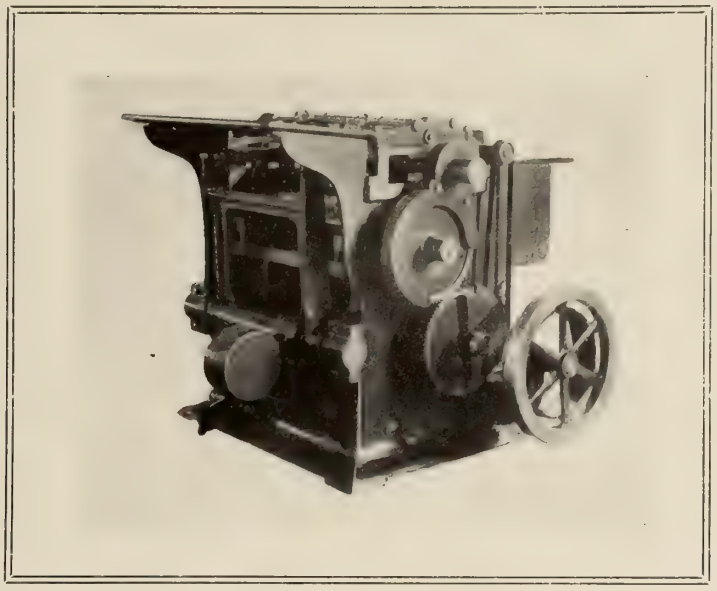
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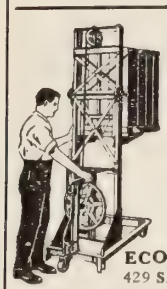
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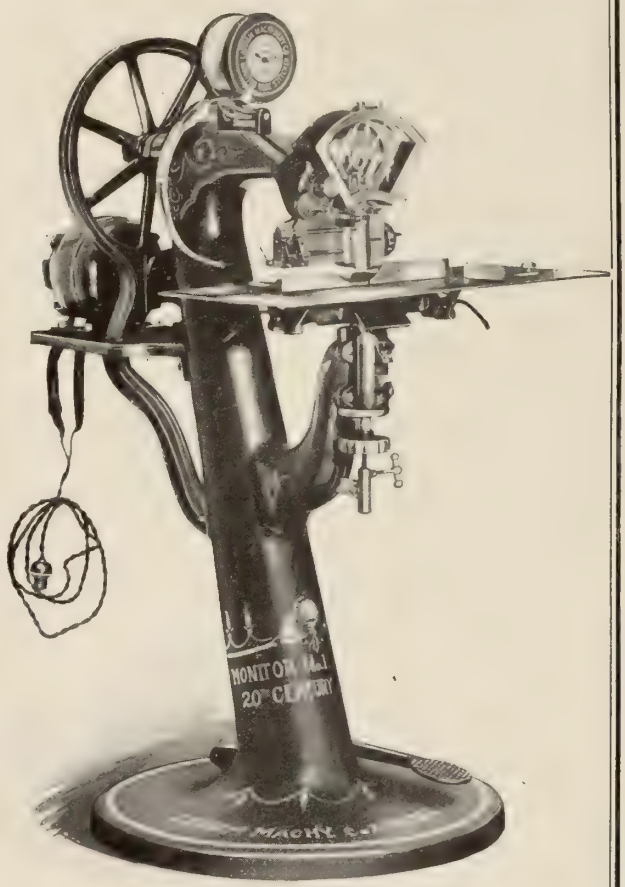
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Send in your customers' fine half-tones for lead-mould electrotypes, and so save yourself and them time, express and duty. We guarantee to produce plates equal to those obtained anywhere.

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GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

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PRINTER AND PUBLISHER

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Member Audit Bureau of Circulations

⊘ TRADE **LINOTYPE** MARK ⊘

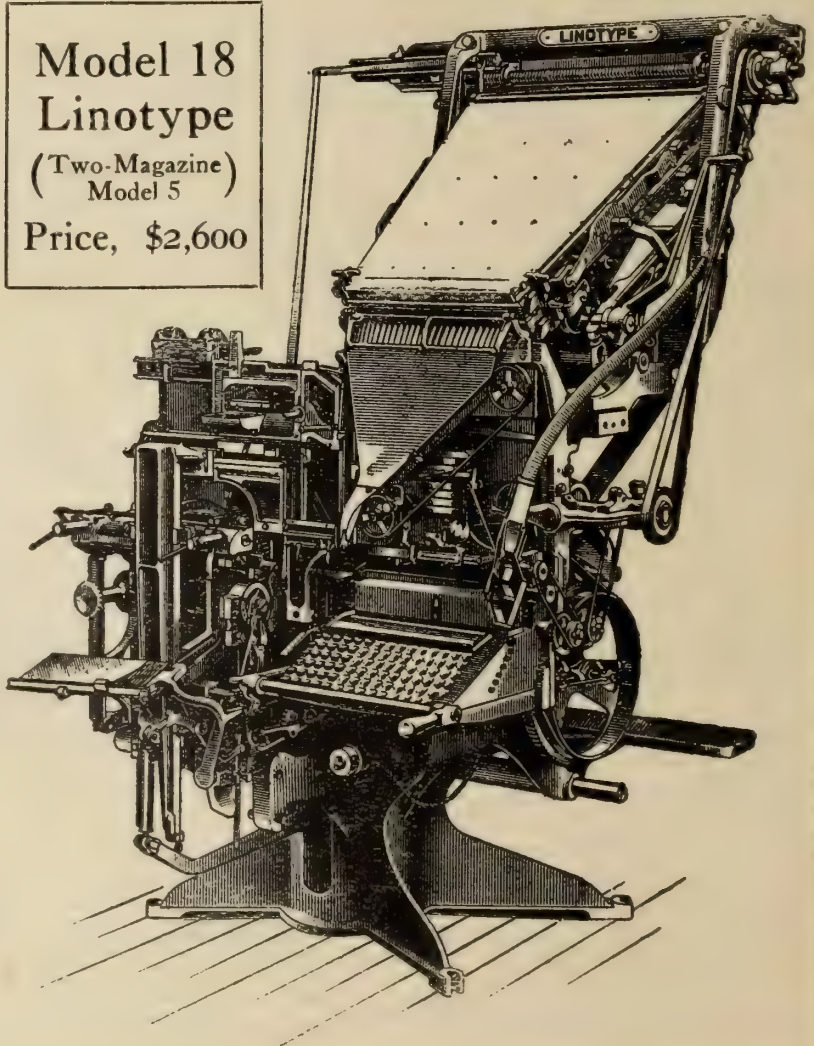
Sets Pace In Book & Job Plants

THE Federal Printing Company of New York City has just ordered ten Model 18 (two-magazine Model 5) Linotypes, replacing Model 1 machines that have been in continuous use for more than seventeen years. This progressive book and job plant will now have a Linotype equipment of seventeen machines, carrying a total of thirty-three magazines, each one of which may be changed for another in less than a minute. With the installation of the new Linotypes, the Federal Printing Company becomes one of the largest exclusive multiple-magazine book and job plants.

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New Linotypes are Priced as Low as $1,750.

Model 18 Linotype
(Two-Magazine Model 5)
Price, $2,600



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Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

December, 1916

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Toronto : Montreal : Winnipeg

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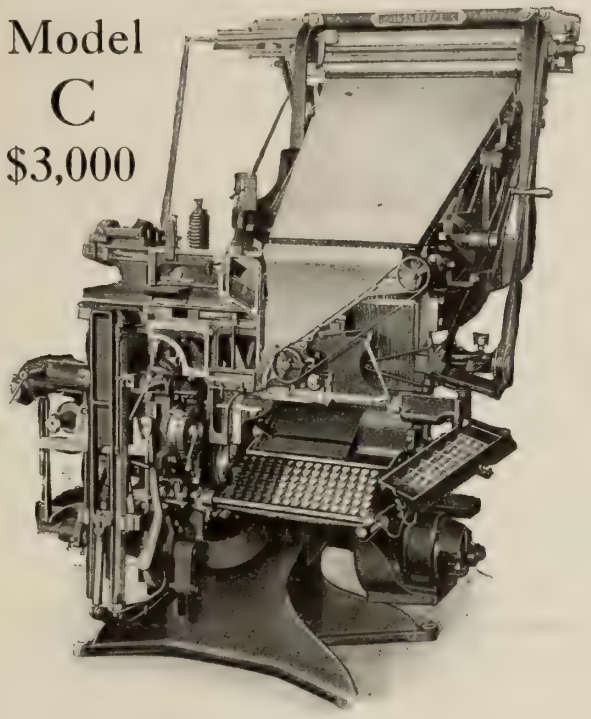
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INTERTYPE SUPERIORITY

Model C $3,000



is the fact that during the week following our recent exhibit in Philadelphia five representatives of the old line slug casting composing machine made a street by street canvass of the city. During that canvass we sold

7 More Model C INTERTYPES

to printers in Philadelphia.

55 Machines Sold in October

INTERTYPE

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MILLER & RICHARD

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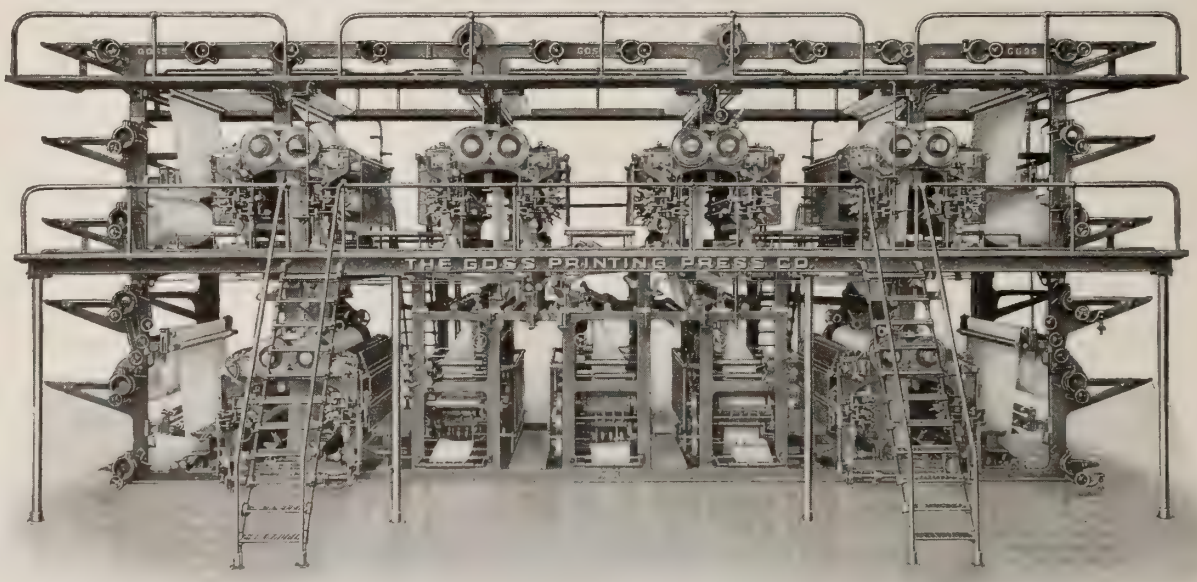
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WITH SIX FOLDERS

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MANUFACTURED BY

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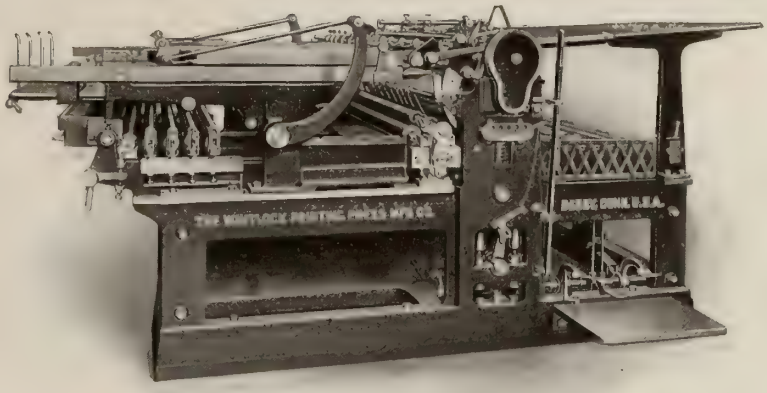
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Perfect Ink Distribution

Silent Bed Movement



Built for Speed

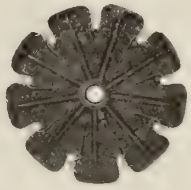
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The Pony WHITLOCK will stand up under the hardest test and give the best press-room results—a real money-maker. Economical. The best pony in the pony class.

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The Manton Adjustable Roller Rack





The Manton Press Seat

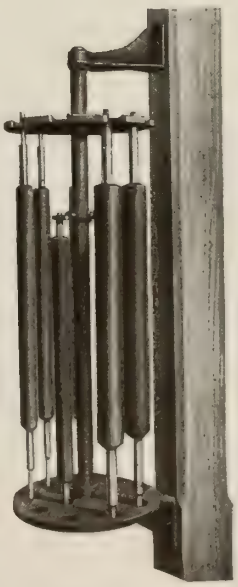
Built to meet a demand for a good reliable seat at a reasonable price. Quickly attached to any press. Price $6.00.

is different from other adjustable roller racks. You do not have to place your hands on the composition. The head shown in the smaller illustration is equipped with automatic spring action. Just place the roller stock in the bottom socket, a push of the arm and the roller is firmly in place. A slight pull releases the roller. Another feature of the Manton is that the base revolves on rollers. You do not have to walk round it when washing rollers. A feature that saves a lot of time and waste. Made in two styles as shown in illustration. May be attached to post out of the way, or located where you desire in the press room.

Manton Bros.
105 Elizabeth St.
TORONTO

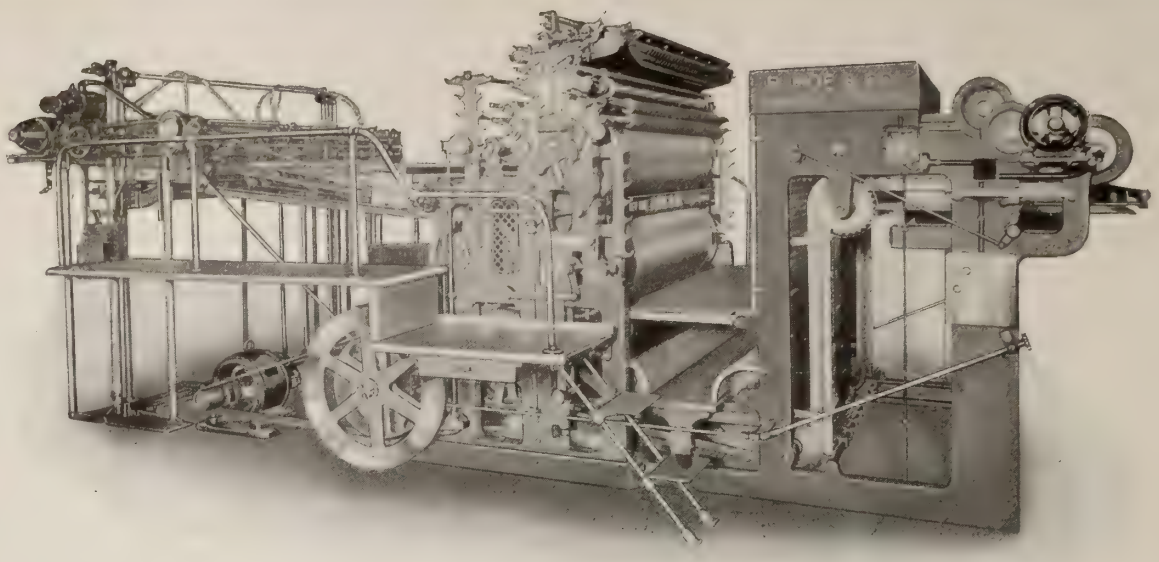


No. 1.



No. 2.

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HOE NEW-MODEL ROTARY OFFSET PRESS WITH IMPROVED LOWERING-PILE DELIVERY AND DEXTER RELOADING-PILE FEEDER

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of giving careful consideration to every piece of machinery you buy is the right one. The vigilant consideration given by R. HOE & Co. to the manufacture of all their machinery is a HOE HABIT, which was incorporated into this big business by its founders. It is still maintained and gives to HOE machinery an intrinsic value which cannot be measured in dollars and cents alone.

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Let us tell you further wherein it excels

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120 St. James Street, Montreal, Can.
109-112 Borough Road, London, S.E., Eng.

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As men differ in height, weight and intelligence, so do they differ in desire. The same thing will not satisfy all—nor is the same thing adaptable to all.

This is also true of booklets, catalogs and circulars. Just as SULTAN and UTILITY-ACCORD stocks are not suitable for all jobs, there are many jobs that HOMESPUN alone fits.

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There are six colors that remind one of the delicate tones of master Japanese decorators. An artist finds inspiration in HOMESPUN shades.

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Cheap Plate Work is Expensive

It eats into your profits by adding *extra* time to the press work in make ready, by unsatisfactory results and complaints from customers.

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MAIL US YOUR COPY

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Phone Adelaide 4094

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The keystone of quality put into

Printing Inks
Printers' Rollers

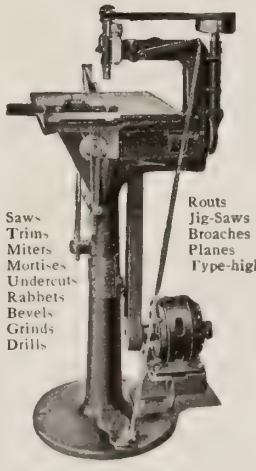
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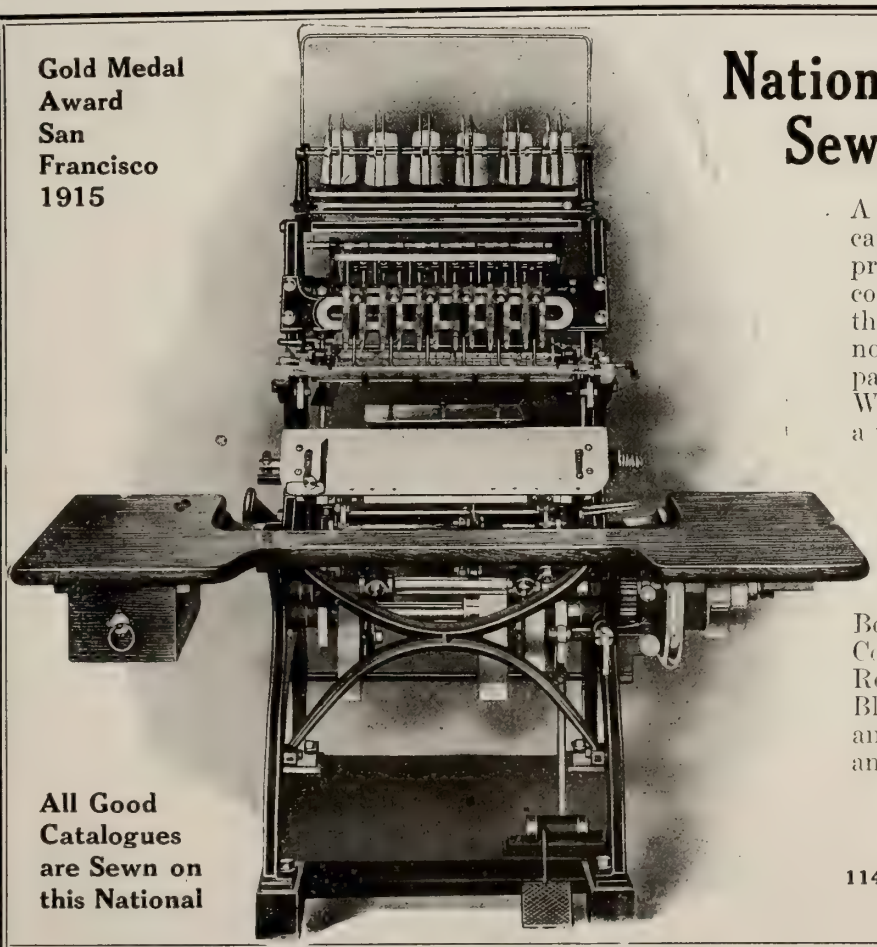
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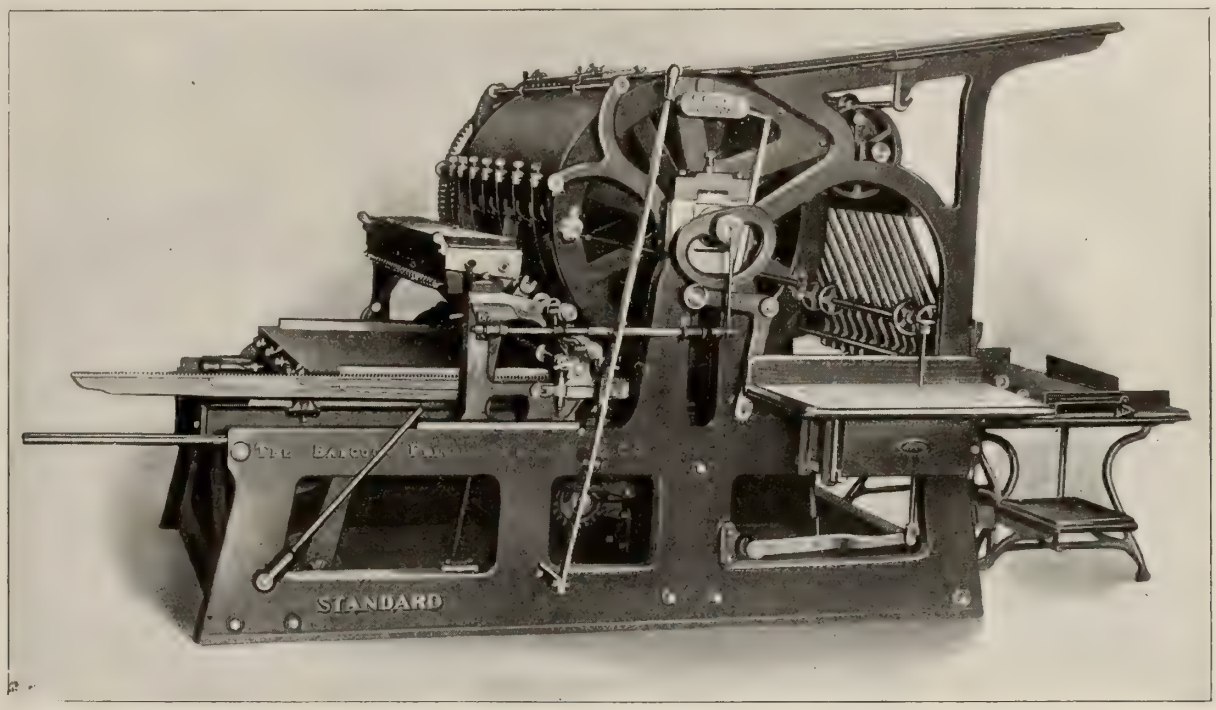
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One-Revolution Presses



For letterpress work not requiring exceptionally heavy distribution

Babcock One-Revolution Presses

are unequalled.

They combine low first cost with low running expense.

There are few adjustments and these of the simplest character.

They are conveniently operated and easily "washed up."

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The Babcock One-Revolution Press

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Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

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Envelopes to Match

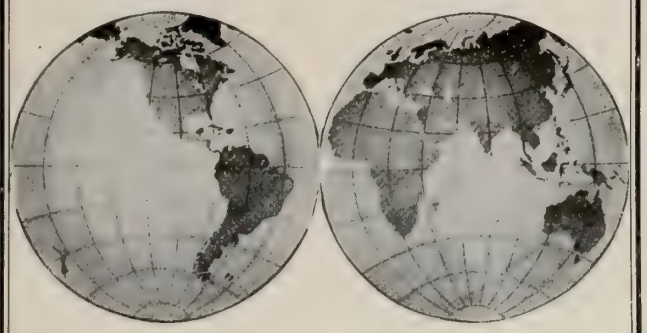
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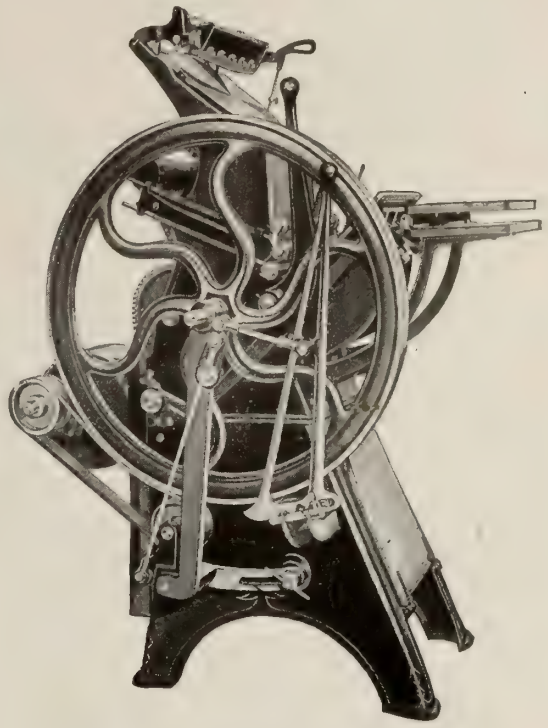
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The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "**Speed, Capacity and Quality.**" Ask for it.

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Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal.

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have installed a Special Process for Reproducing Electrotypes from Halftones.
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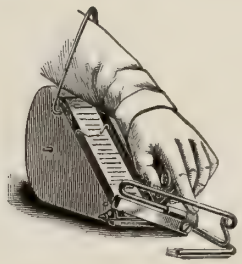


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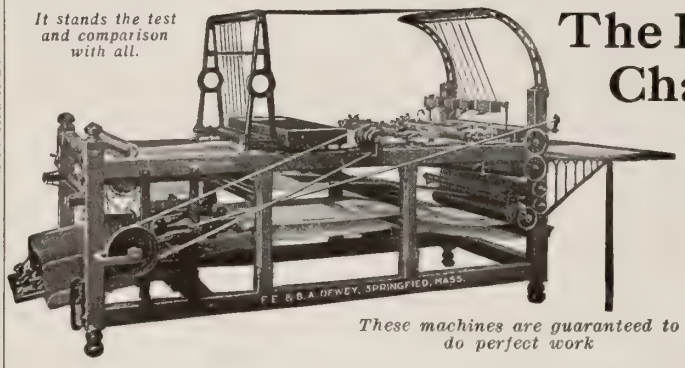
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Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

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PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA
[MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS]

VOLUME XXV TORONTO, DECEMBER, 1916 NUMBER 12

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THE MACLEAN PUBLISHING COMPANY, Limited, TORONTO

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H. T. HUNTER, *Vice-President*
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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

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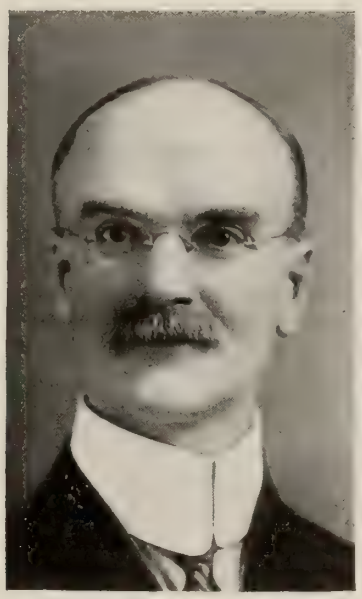
Objectionable Advertising as a Publisher Sees It

E. J. Payson Replies to B. H. Bramble—Publishers Not as Black as They Have Been Painted—Confidence in Advertising Declared to be Growing—The Disloyalty and Unfair Attitude of Advertisers

By E. J. PAYSON, Business Manager The Kitchener *News-Record*

MOST newspaper publishers who read the article in the September issue of PRINTER AND PUBLISHER, "Objectionable Advertising," written by the advertising manager of the Goodyear Tire and Rubber Company, felt resentment deep and justifiable, even if not expressed in words; and I am somewhat surprised that some one other than myself has not written PRINTER AND PUBLISHER in refutation of the aspersions cast by Mr. Bramble upon a profession almost uniformly upright in conscience and honest in business.

The writer of "Objectionable Advertising" makes the grave error of taking some isolated cases of delinquency from the high moral standard of the newspaper fraternity in Canada as representative of the profession; a mistake that is as unjust in its conclusions as it would be to say that *all* advertising agents and advertising managers are dishonest and disreputable because an *occasional one* may some times try to "put one over" the publisher and the public. That Mr. Bramble may have met a publisher who did not accept his dictum regarding objectionable advertising copy can readily be believed; but it is most decidedly unfair and astray from the truth for him to conclude and to proclaim in the public prints "that a majority of the publishers of Canada permit their publications to be the instruments through which the dishonest advertiser is destroying the confidence of the public in newspaper advertising."



E. J. PAYSON

Business manager the Kitchener *News Record*. Mr. Payson rises to the defense of the Fourth Estate against aspersions on its morals and standards, with particular reference to the matter of objectionable advertising.

ADVERTISING MANAGERS NOT AS BAD AS DECLARED TO BE

For one thing, and important too, there is very little dishonest and unclean advertising in Canadian newspapers. There is an abundance of competitive advertising. Two makers of automobile tires may advertise their product as the best (impossible for both to be the best); and rival makers of breakfast foods may each claim superiority over all others for their tabloid nutriment; but the newspaper publisher is not violating any moral law or ethical precept by admitting those rival claims to his advertising columns; nor does the public consider such advertisers as dishonest.

Mr. Bramble cites one specific case of known fraudulent advertising appearing in some newspapers, and from that classifies the Fourth Estate (by inference) as "robbers, crooks, gold-brick merchants and fakirs." Did he take any pains to find out the vast number of newspapers that refused to accept that particular advertising? Does he not know that for every one advertisement of that character which gets in *a few* publications ten similarly dishonest schemes are turned down by *all* the newspapers? If an occasional disreputable or fake advertisement "gets by" the publisher it is due to the persistency and sinuosity of advertising managers and publicity agents rather than to the importunities and moral lapses of publishers.

CONFIDENCE IN ADVERTISING INCREASING

The bald statement of Mr. Bramble about "the gradual but persistent destruction of the reader's confidence in the (newspaper) advertising" is sufficiently and unanswerably refuted by the great and steadily increasing volume of such advertising by firms and individuals of the strictest integrity; business placed and continued because of the returns it brings from a confiding public. Newspaper readers have not lost confidence in the advertisements appearing in their favorite journals, but, on the contrary, are responding to such advertising appeals more generally and more generously than ever before.

The Goodyear advertising manager is bitingly caustic in his comment upon the newspapers because they do not advertise, and sets up an imaginary "If" and thereupon hangs a preachment. If the critic had but asked himself "what?" and "where?" as applied to a newspaper's advertising problems and accepted the obvious answers to those

queries, he would not have written that criticism. "What" a newspaper has to advertise is itself, its own personality and peculiar service to its readers, a personality and service purely local in character and scope. (I speak of Canadian newspapers generally and eliminate the half dozen or so that might be called national newspapers.) "Where" that essentially local service can be profitably or even sensibly advertised is solely in the paper's home field. Of what use would it be for the Hespeler *Herald* to advertise itself in the Toronto *Globe;* and how many subscribers would the Moncton *Transcript* secure by advertising its excellent local and editorial service in the Montreal *Star?* The only way a newspaper can reach possible new subscribers is by the direct method of appeal. If the Goodyear products were useful only in Toronto would Mr. Bramble be spending thousands of the Company's good money every year to advertise them from the Atlantic to the Pacific?

THE COSTLINESS OF HARKING TO ADVERTISERS

Possibly a recital or two of the many instances that have come under the writer's observation may give a clue to the scepticism some publishers have of the *bona fides* of those who make the most clamor about objectionable advertising. A publisher was induced by the proprietor of the town's largest store to refuse the advertising of a Toronto mail order house which the paper had been carrying, because, according to the merchant, it subjected him to unfair competition. Immediately the mail order advertising disappeared from the newspaper the local store cut its advertising in half. The merchant said it was not necessary to spend so much on advertising since he did not have the big store's competition.

A fly-by-night jewelry outfit went into a small city about six weeks before Christmas and opened up a *"gigantic auction and slaughter sale"* of its wares. One of the city's newspapers refused to accept that concern's advertising at any price, preferring to protect its local merchants and citizens from such fakirs. The other papers took all the advertising offered, in quarter and half page lumps. At once the two jewelers who were regular advertisers in the loyal-to-your-home-town paper, and who heretofore used large spaces at that season, withdrew and went instead into the rival paper, where before they had spent little or nothing.

I am sensible enough to admit that our newspapers are not all they might be and we have not yet attained that high standard towards which the Fourth Estate is striving; but I do hate to have any man catalogue us as wholly and wilfully 'pure cussedness."

Printers, Bookbinders and the Law

THE recent legal fight between The Hunter, Rose Co. and George N. Morang, both of Toronto, involved matters of interest to all printers and bookbinders, and the following brief statement of the case should be read with attention:

The defendant, Morang, had consigned to the plaintiff upwards of ten years ago the flat sheets for a set of novels, these to be bound as required. From time to time binding instructions were given and the work ordered delivered. The plaintiffs during this period did other work of a similar character for the defendant.

Because the unbound sheets were troublesome in their flat form, the Hunter, Rose Co. had them folded, and claim that this was done after due notice by word of mouth had been given. A bill was rendered for this service, and was repudiated, Morang declaring that the work was never authorized.

In his defence, Morang pleaded the Statute of Limitations.

The judgment would seem to be a compromise. The plaintiffs were permitted to retain a number of sets still in their possession, and were awarded a certain sum of money —virtually a decision in their favor. Each party to the action had to pay its own costs.

The case brought up the question of the custom of the trade with respect to folding flat sheets for book publishers by binders. Morang contended that it was not the practice to fold sheets until a binding order was given, and in this contention he was supported by evidence. But the evidence also revealed very loose and careless practices affecting a matter of this sort, on the part of binders.

Hunter, Rose Company, for years past, have been folding up all sheets delivered to them in the flat by book publishing houses, as soon as received, and charging for this labor straightway; and their customers know and consent to this practice, but it is not the common practice. Hunter, Rose Company declare that their way is the right way, and ought to become the custom of the trade.

An allied question is—who is responsible for sheets, or stock, or plates, or engravings, delivered to the printer for customers' work, and which remain in the printer's care, perhaps for years? This question arises more or less frequently. For example, it arose in the case of the recent Stovel Bros.' fire, at Winnipeg, when their plant was totally destroyed, and the contents. It arose some years ago when the premises of Warwick Bros. & Rutter, Toronto, were destroyed by fire. Another case, that never got to court, concerned a set of plates for a book which were lost or stolen during the printer's removal from old to new premises. The customer declared at first that the printer would have to replace the lost set of plates. The printer's contention was that he had exercised all reasonable care in connection with his customer's property, and that he was not therefore liable. The customer did not follow the matter any further, and the presumption is that he found that he had no case against the printer.

To PRINTER AND PUBLISHER, a Toronto lawyer, who has had to do with cases of this sort, said that the law was very clear and definite on this matter: The printer had no insurable interest in the customer's property, and therefore it was for the customer to insure his own property when left with the printer; also, provided the printer gave his customer's property the same care and attention given to his own property, he was not liable for damage or loss of the customer's property while in his—the printer's—possession.

But quite apart from legal aspects of matters of this sort, it is to be recommended that printers and customers should have a mutual understanding as to the question of responsibility and liability; also that the printer can—perhaps, should—have printed on his invoices and letter-heads some statement concerning his non-responsibility and non-liability in connection with customer's property left with him.

New A.B.C. Members

A RECENT Canadian addition to the members of the Chicago Audit Bureau of Circulations is *Free Press Prairie Farmer*, Winnipeg.

Applications for membership have been made by:—

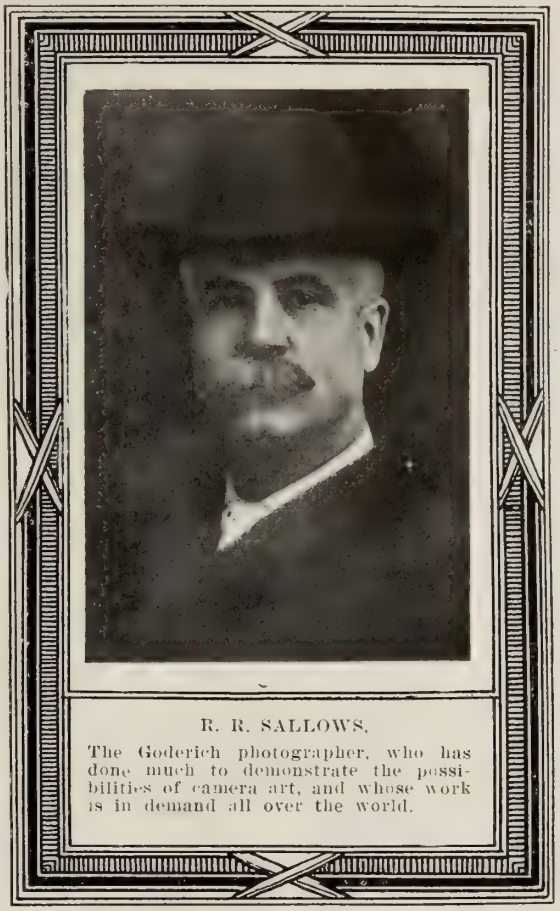
The Beacon, Stratford.
Le Soleil, Quebec.
The Mercury, Guelph.
The News, Toronto.
Motor and Sport, Winnipeg.

R. R. Sallows, Famous Canadian Photographer

The Man Who Advertises Goderich—The Story of His Beginnings and of His Progress—A Man Who Started Something—The World His Market

A BRITISH statesman has said that the secret of success in life is for a man to be ready for success when it comes, and the experience of a certain Canadian photographic genius substantiates this theory.

Until twenty years ago Mr. R. R. Sallows, of Goderich, was a plodding professional photographer with a local reputation and with no mightier mission than making a living and giving his customers satisfactory service. But one day he found he had an aptitude for a special line—that of commercial photography. When he made the discovery he was amazed at the vast possibilities which it offered—but listen to his story as he tells it himself.



R. R. SALLOWS.

The Goderich photographer, who has done much to demonstrate the possibilities of camera art, and whose work is in demand all over the world.

A DESTINY SHAPES OUR ENDS

"The study of photography I started by accident. If an opening had not presented itself I might have followed almost any other line. About forty years ago I struck Goderich in search of a job. I first decided that I would sit for photograph, and while in conversation with the camera man I was offered the position as his travelling representative throughout the country canvassing for enlargements of photographs. I followed this line for the greater part of the summer, and in the fall of 1878 I was asked to consider learning the profession. Finally, on Friday, October 18th, 1878, I entered into an agreement with my employer to spend a three-year apprenticeship term in his studio. Before the term was completed I purchased the business, and early in February, 1881, I was numbered among the rural 'artists' of Huron county.

"I was not long in business before I realized that in the dull seasons while ninety-nine men of the craft, 'Micawber-like,' are waiting for something to turn up I would have to 'turn things up' by utilizing my energies in some other manner. My efforts have indeed been liberally rewarded and now instead of a limited field in which to draw an occasional customer I have the whole world as my parish.

THE GENESIS OF A CAREER

"How did I get started? Accident again! It was Civic Holiday in Goderich in August, 1897. I had planned to spend the day in a neighboring town, but another appointment at home prevented me from doing so. However, I was free in the afternoon, so accompanied by my daughter and one of her lady friends I drove to Point Farm summer resort, six miles north of Goderich. There, with my two companions posing on a rocky ledge on Lake Huron's shore I made the negative which marked the commencement of my career as a landscape photographer. The title I gave to the picture was this:

"Afar o'er the waters a sail I see!
What are the tidings it brings to me?"

"That picture brought me good tidings, indeed. I sent



Back to First Principles—Photographed by R. R. Sallows, Goderich, Ont.



It was this picture that started R. R. Sallows, the Goderich photographer on the career that has brought him world-wide fame as a camera artist. See the accompanying article

a copy to a manufacturing firm in Rochester, who used it in their catalogue as representing a product of one of their outfits. The picture also appeared in the Buffalo *Express*, the Toronto *Globe*, the *Inland Printer* and other publications.

PHOTOGRAPHS AT $60 A DOZEN

"During the next six years I added gradually to my collection of outdoor studies. In 1903 I received a letter from a Philadelphia firm asking me to send them a collection



The Allies and Turkey—Photographed by R. R. Sallows, Goderich.



Mary had a Little Lamb—Photographed by R. R. Sallows, Goderich.

of photographs. I sent them twelve prints. Ten of them were accepted; the others were returned along with the glad tidings—a check for $50. Five dollars for each accepted print! Sixty dollars per dozen! While for the same work at home my regular customers were paying me $6 per dozen. This was the first money I had ever received for any commercial work and it certainly 'woke' me up. I concluded that if the picture-loving public valued my work so highly that they were willing to pay me $60 per dozen—I would be foolish to confine myself to portrait work alone with cabinets averaging $4 per dozen.,

"The following year my efforts in the commercial sphere were much more liberally rewarded. The popular approval with which my work was received urged me to use all my efforts to place in my productions a mark of distinctive quality. This continues to be my ambition and as the fruit of my labors I have on hand a stock of nearly six thousand 6x8 'backed' prints, and to this number I keep adding year by year.

'I always strive to take persons unawares, in their natural moods, at their common callings, or in familiar surroundings—all of which I find imports natural and life-like qualities to all my studies. I make it an aim never to take a picture of an animated scene when the persons are conscious that they are being photographed.

WHERE FINE ART IS APPRECIATED

"I secure pictures for the publicity folders of the Grand Trunk Railway Company, Canadian Pacific Railway Company, and I supply views to farming publications and agricultural colleges in Canada and the United States; and three years ago the Department of Immigration at Ottawa engaged me to make two trips into the Prairie Provinces to secure views to be used in illustrating immigration literature. Frequently, too, I am called upon to illustrate serial stories in magazines and periodicals.

"Included in my collections of prints are domestic scenes, pictures of rural life, views of nature in her wildest and loveliest moods, hunting, fishing, boating, camping scenes, and all outdoor pastimes. My stock increases year by year as do my number of customers.

"My sales are not confined to America alone. Everything I make goes to the United Kingdom and to various European centres. I also send work to Australia, and one of my latest customers is the Editor of the Hindoo *Patriot*, of Calcutta, India."

PRINTER AND PUBLISHER counts itself happy in being able to give its readers the foregoing intimate story of Mr. Sallows, a man whose name and work are familiar to thousands of Canadians, but whose countenance and personal history are not so well or widely known. Doubtless there are many publishers and printers in Canada who have long desired to know more about a man whose acquaintance they made years ago through reproductions of his unposed photographic studies of outdoor life—this in the *Inland Printer*, the Toronto *Globe* Christmas number (not now published), and in other publications.

William Manley Nicholson

WM. MANLEY NICHOLSON was a prominent Canadian journalist for many years in Canada, most of which time was spent as proprietor and principal editor of the Hamilton *Morning Banner*, now the *Evening Times*. In some reminiscences of newspaper life in Hamilton, the Hamilton *Spectator* says of Nicholson and the *Banner*, in a recent issue: "The *Banner* was an aggressive paper in some respects, and a number of members of the city council did not always approve of the uncomplimentary things said about them. It did seem in those days as if the taxpayers in Hamilton were easy in selecting some of the men they elected to manage city affairs, and while there were some good men on the board there were enough unscrupulous to make it a hot time on the night the council met. Nicholson knew the gang from the ground up, for he had spent much of his life in the city. One night he was attending in St. Andrew's Ward, of which Alderman Terry Branigan was one of the aldermen, had been a target for the *Banner*, and having indulged copiously before he went to the council meeting he was just in a mood to fight, and when Nicholson was writing the proceedings of the council Branigan approached Nicholson, and, without ceremony, let the latter feel the weight of his heavy fists. Nicholson was no coward, but he had too much self-respect to fight an infuriated drunken man. Next day Terry was invited to a *séance* with the Police Magistrate, where he was heavily fined. The next year the council elected Terry market clerk in order to get rid of him at the council board. B. R. Nicholson, of Ottawa, is a son of Mr. Nicholson mentioned, and succeeded his father in journalism.—*Ottawa Journal.*

Mountains of Business for Ideasful Printers

January a Better-Than-Common Month—The Organization of Business—Some Illustrative Examples—Making the Telephone Book an Inspiration — How Others Have Done It

By JOHN C. KIRKWOOD

WITH the coming of January the printing business takes a sprint forward, especially commercial printing. Office men will need new forms; and new selling plans call for new printed matter—catalogues, leaflets, booklets, circulars and much else.

Also January, the month of good resolutions and fresh beginnings, affects men's wills in a stimulating way, and the desire to attempt and achieve bigger things is strong. January, then, is a good month for the printer to canvass in, for he is likely to find prospects favorably disposed to suggestions designed to enlarge business.

THE PRINTER WITH IDEAS

The printer who will be most welcome, and who will probably obtain most business, will take definite suggestions to those from whom he desires orders; and to make suggestions, he will have to do some advance thinking about the business of each firm or institution whom he intends to call on. Let us do some imaginary planning in order to make clearer just what is being urged and emphasized.

John Abercombie is in the real estate business, renting and selling properties. He is looking forward to a good Spring. But John ought to be aggressive. He ought to prepare every month a list of properties for which he seeks buyers or tenants; and he ought to distribute these freely.

Prepare, therefore, an 8-page leaflet, size to go in a No. 8 envelope, and work it up nicely in the form of a pencil or ink dummy. Indicate where John's portrait is to go. Use for this purpose the portrait of some good-looking man clipped from some magazine. Indicate how you propose his listings of properties should appear and read—classified under the headings "For Sale," "For Rent," "For Sale or Rent." I suggest that you go to the expense of setting up a specimen treatment—for example:

FOR RENT

> Semi-detached House; solid brick; 10 rooms; hot-water heating; good cellar; no dark rooms; electric light, gas and water connections; fine verandah and balcony; well cared-for garden, planted with shrubs, shade trees, grape vine and berry bushes; immediate possession $40.00

Quote friend John a price for first issue and an estimate on subsequent issues, based on 50% changed matter.

Tell him how to distribute 500 or 1,000 or more a month—through barber shops, news agents, implement agents, lawyers' offices, the banks, the post office, retailers' stores, furniture stores. Tell him that you will undertake to send out by mail to a regular mailing list any quantity desired (charging, of course, for postage, envelopes and addressing). In short make it all appear so easy that John can have no reason to say—"It's too troublesome."

Paint the picture of what it means for John: new clients, a reputation for being a hustler, multiplied profits owing to a larger business. Suggest to him that he can collect from each customer listing his property with him a dollar or so for publishing in his little monthly Property List a good notice of the property listed, and in this way perhaps actually make a profit on the publication. Suggest to John that he persuade clients to have half-tone illustrations made of their houses to accompany the little advertisement in John's monthly—the client paying the cost of engraving—$2.50 or so.

Now if you will take all this trouble with John Abercombie (or some other real estate man in your community) you'll be pretty certain to land a fish; and you'll have the joy of having created business—a joy far greater and truer than if you merely landed an order that half-a-dozen others were angling for at the same time.

MILKING THE MILKMAN

Let us also suppose that you have your eyes set on The Bluevale Dairy, which serves your town or city with milk. It is certain that the customers of this dairy and others who should be customers would be greatly interested in and impressed by a good story of this dairy, a story containing illustrations of the pedigreed cows from which the milk is obtained, and some pictures of Bluevale Farm.

Get talking some day with Billy Rhodes, the proprietor of the dairy. Ask him if he has any snapshots of his cows or farm. If he hasn't, ask him if he will let you or some friend of yours go out and take some pictures. Tell him frankly that you will have a little idea to submit to him later on. Get some school teacher, or high school student, or newspaper man to write a good story about the Bluevale Dairy. Get this typewritten, make up a dummy, pasting in the snapshots and indicating how the whole thing will look when finished. Make provision for a photograph of Billy himself, and of his milk waggon and horse. Show his home. Let Billy have all this to take home to show the Good Woman; and the chances are that you will be able to induce Billy to order the booklet you have proposed to him—and proposed graphically.

COMMERCIALIZED FICTION

Who else is there in your town to go after? Ah! There is the firm of Reeves Bros., hardware dealers. Certainly this firm ought to get out a booklet, containing illustrations and suggestions.

Make out your booklet. Make a dummy. Choose a name—"When Jack and Jill got married."

Then get some bright woman—a bride or young matron with a lively fancy and a writing gift—to write out the story of how two young people—Jack and Jill—equipped their home, with special reference to the things that Reeves Bros. are able to supply.

Then take this typewritten story to Reeves Bros. and the dummy, with your lay out of the matter and indicating illustrations; and the chances are that you can get an order.

Suggest to them that they write off to the firms whose goods they sell for electros and particulars, these to be incorporated in the story.

In this way illustrations can be secured at no cost. Design a special envelope for the booklet, offer to send out 1,000 or more to a mailing list which you will provide. Make it all so easy and attractive that Reeves Bros. will be more disposed to consent than to refuse.

These three cases are offered for their suggestiveness; and are elaborated to let you see how you can go about the winning of business and the creation of business—business that is not subject to the depressing effects on prices and ambition of competition.

THE TELEPHONE BOOK MAKES GOOD READING

If you will go over the names in your telephone book and let your mind be active and creative, you will derive much inspiration from the study of it; and will most certainly get fine material and ideas with which to canvass.

GETTING INTO A CLASS BY YOURSELF

Am I asking you to do hard work? Of course I am. Hard work is the price of victory and achievement.

The average printer relies almost entirely on getting and executing business which he does nothing to originate. He gets it very often on a competitive basis, which means shaded and shady prices, with profits squeezed almost out. This sort of business is not secure. Next year, if the job has to be done again, it can be won only on a very close figure.

I am trying to point the way to freedom; the way to larger and more profitable business; the way to real happiness, for there is tremendous happiness in creative work.

I am trying, also, to let printers see that there is a vast amount of printing to be developed; that firms and men to whom the thought of using printed matter has not even occurred can be made to desire and employ printed matter; and that the education and successful solicitation of prospects is the business of printers themselves.

PRINTERS WHO CAN'T SELL

Will you let me say that the great majority of printers are standing on their own foot; and that this is the great reason for their being poorer than they need be. Let me cite a real case to make clearer what I mean.

A man went to a firm of printers in Toronto—a fairly busy firm, and suggested to them half a dozen ideas all designed to create new business. In the carrying out of these ideas this man's services as writer would be required, and he would be paid for this service. 'In quotations to be made his fee would be added in, so that the customer, not the printer, would pay the writer. His ideas and proposals were declared to be good and practicable, but—the printer frankly acknowledged that neither he nor his salesman could sell them: they were not accustomed to selling ideas, and possessed neither the imagination nor the skill requisite for the successful presentation of ideas.

Now, creative selling is hard, and because it is hard, it ought to be taken up gently in the beginning. If you are not yet strong enough to "put over" a big idea, put over a little one—this to get your legs under you, to teach you how, and to encourage you to try something bigger next time.

I shall illustrate what I mean by a little idea.

Go to a tailor. Say to him: "Mr. Brown, here's an idea. Have printed a card, size to go in an ordinary envelope, with this on it: 'A suit of this cloth made to your measure for $——.' Paste on a sample of the cloth and fill in the price, and mail these cards to select addresses—say fifty a month. The job will cost you, Mr. Brown, $3 for 500 cards."

The chances are that you'll get an order. The amount is trivial, but it represents a new customer; and the selling of the idea will put spunk into you, and prepare you to tackle successfully something much bigger.

Cultivate originality; and cultivate ambition and the will to attempt hard work

A LETTER THAT COST $25 TO WRITE.

Let me tell you a story I heard the other day of a brilliant Canadian in New York. He called on a publisher who had sought in vain to get in to see a certain large advertiser. Baffled and defeated time after time, he said to this Canadian, on the occasion of a chance call: "Walsh, tell me how to get to Jennings." Walsh said: "Will you let me spend $25 on a letter that I think will get to him?" "Sure," was the reply. "Go ahead. $25 is cheap if it will get me an interview."

So Walsh went to a firm of good printers, and had them set up in the finest style the letter he wrote. The letter was short and was printed on the finest quality of paper. Mr. Jennings name was printed in. The letter was enclosed in a leather cover of very chaste character. The whole was delicately wrapped and boxed; and despatched by registered mail. It "got across." Jennings sent for the publisher, gave him audience; and the publisher got on Jenning's list of mediums.

In this incident you see a boid mind, and you have an illustration of what printing can acoemplish when wisely employed.

I tell the story, not for its adaptability to cases you may know of, but to show you this: Often and often men want to use printing very badly—or should use it; and may not know how to use it. They wait on some outsider to come and show them. They do not haggle over price. Price is the least factor of the whole business. What is wanted is a result.

Now the printer should be that outsider—but he has to be really helpful to get the order and to get "next."

CULTIVATE THE FRIENDSHIP OF CERTAIN MEN

In conclusion I give you this to ponder over: There are scores of men, not printers, nor printers' salesmen, who are creating printing jobs for printers, and often printers know nothing about them, yet they ought to know these men and work with them in all heartiness.

One or two actual examples will make my meaning and point clear. A motor car company took a newspaper man on a long run—1300 miles—in connection with an event of national interest. The newspaper man later on suggested that he write up the story of the run, for publication in booklet form, and illustrated with snapshot photographs taken en route. It required no more than the suggestion to show the motor car company the value and interest of such a booklet as a piece of advertising literature; and a big edition of the booklet was issued.

A short story appeared in a magazine. It had its setting in a certain part of the country exclusively served by the X.Y.Z. Railroad Company. The company's advertising man secured the right to publish this story in booklet form for widespread distribution, and no more successful advertisement was ever issued by this company.

In these two cases the idea of making a booklet came from a man who was not a printer; yet printers were benefited.

If you know of bright men with the advertising instinct highly developed, cultivate their acquaintance, for often they can become your most efficient salesmen, and introduce you to business that you and others never conceived possible or probable.

Many Thanks, Mr. Soper

It is needless to say that PRINTER AND PUBLISHER is helpful, instructive, etc. It is more; it is doing a great work in this Western country in raising to a higher standard the class of printing being turned out. Myself, I am a lover of good, neat, expressive printing, and I cannot say too much in favor of this publication of yours.

S. G. SOPER,
The Standard Press,
Nov. 13, 1916. Kisbey, Sask.

Christmas Night, 1884—A Prophesy and Its Fulfilment

A True Story of a Canadian Publisher—"The Whisky Head Must Go"—Triumphing Over Circumstances

By P. O. WELL

"WILSE! Here's the scissors and the Detroit *Free Press;* get out the paper."

To soften this command, the telegraph editor fumbled among the broken 5c. cigars in his vest pocket for a whole one. The "t. e." smelt strongly of distillery, and his voice was as shaky as the windows of a Toronto street railway trailer.

The scissors and the Detroit *Free Press* were very necessary Christmas night, 1884. The *Morning Moon* had not paid its telegraph bills, and Dwight had issued his edict.

Wilse, the foreman, had more than his share of this world's luck. A few moments before, his eldest son, a boy of 10 years, had conveyed the story to his father. "Mother is very low; the doctor says you must come home." Wilse complied with the doctor's request. "Mike" "subbed" for him.

The *Morning Moon* had translated itself from the evening field a short time before this Christmas night. Another paper had forced itself into the evening field in this Canadian city and backed by considerable capital the *Evening Moon* was forced to retire. Its young owner had a surplus of real grit, but was short of cash. He worked 20 hours out of the 24 daily. The other four hours he slept in the mailing room, the table he used as an Ostermoor, a mail bag for a pillow.

Downstairs in the editorial room the city editor lay in a drunken stupor; the chief reporter, in an armchair, his chin resting on his shirt front, snored like a Berkshire. The chief editorial writer was so full of Scotch that he added to the horror of the scene with clan war yells. The sporting editor had his "skates on." The copy boy of 1916 would say that the bunch were "pickled," and copy boys have an eye to business.

"Mike," the sub, must have connected with a bottle. At 9.30 he had his "skates on." At this hour the owner of the *Morning Moon* strode into the composing room. With a handful of type held in his two hands Mike was cutting the Dutch roll between the two imposing stones, upon which lay the skeleton pages for Dec. 26, 1884. The young publisher forced him to desist, pushed him outside the doorway, *sans* coat, *sans* cap, but threw the garments after him.

Time nor railroad trains wait not on newspapers. The publisher was forced to play three roles in this Christmas night drama—leading editor, city editor, telegraph editor without telegraph. The "outside" assignments were booked to a man who at this date writes "Chronicles," and a cub reporter.

The scissors snipped merrily. The compositors yelled their heads off at Jerry, the copper cutter. Hand-set type was assembled at so much per thousand ems. Every minute lost decreased the "string" of the manipulators of antimony. Still they were a cheerful lot. When it came to fixing up telegraph in competition with the Associated Press the latter lost out. The *Morning Moon,* under the combined efforts of the owner and the compositors had its two competitors backed off the map for telegraphic news Dec. 26, 1884. A sheet of "flimsy" never crossed the telegraph table that night. The scissors, exchanges and imagination beat the "A.P."

The two on assignments got everything that was going. The *Morning Moon* did not suffer in comparison next morning. For once the city editor was as silent as a Poll parrot waiting for her cracker. Nowadays they would say it was "putting them over." In 1884 it was counted blamed good newspaper work. The two reporters were up against a condition. Theories are not worth a whoop when the locomotive attached to the mail car is blowing off steam and the train despatcher has handed the conductor the yellow and green sheet telling him to cross No. 44 at 3.54 at Kelly's Siding. Single tracks only allow one train at a given spot at a given time. Otherwise they are known as collisions—or railway wrecks.

The leading editorial was the stickler. The *Morning Moon* had always something to say, and said it well. Christmas night on a morning newspaper is the worst night of the year. The herald angels could not "get" newspaper men nor printers for an audience.

The leading editorial came to the copy cutter. Even that busy individual must read it before it is divided into "takes" and put on the hook. Tearing of heart strings, pathos, truth, history, prophesy were in those seven inches, single column.

The young publisher wrote of a father, the head of a family, the snows of many winters on his temples, the two sons, one sleeping on the editorial room floor, the other in a drunken stupor in the arm chair. Father and brothers of the publisher and writer of the famous editorial, "The Whisky Head Must Go." The telegraph editor and the sporting editor's condition were also woven into the article by this master hand. The prophesy or command was fulfilled in September, 1916.

The *Morning Moon* in 1884 was published from a little two storey brick building not far from the very centre of what is now a great Canadian city. Now it is housed in an eight-storey building all its own. Circulation "A.B.C.," over a hundred thousand on certain days, filled with ads.

The young editor of that day is one of the most talked of men now in the Canadian House of Commons.

C. A. Abraham's New Job

C. A. ABRAHAM, formerly business manager of the Winnipeg *Telegram,* has been made business manager of the Vancouver *Sun.*

Old at Forty

WILLIAM WELTON HARRIS, until recently European manager of the International News Service, and a former editor of the New York *Sun,* says that even at the age of forty newspaper men, as such, are beginning to be old. He declares that journalism is distinctly a young man's business; that in no other business is there an opportunity so great of making acquaintances that count.

Canadian Press Association Notes

MANAGER IMRIE'S return to work is giving results in different directions. Work and service interrupted by his compulsory withdrawal from active work have been resumed and extended; new plans have been taken up; the assistant manager, A. R. Alloway, has been able to get out more to do field work; and in other ways the work of the C. P. A. is expanding.

* * *

One of the good points of the revived activity is the enlargement of the membership. At the end of November the membership figures stood at 731, as against 668 at the commencement of the Association's year, on May 1 last. Thirty "first" members and thirty-three "second" members have been added, and there are applications, not counted in the above, from nineteen "first" members and six "second" members. The increase in fees from the increase in membership amounts to $4,000.

* * *

The new daily members are:—
Halifax *Acadian Recorder.*
New Glasgow *News.*
Sherbrooke *Le Tribune.*
Chatham *Planet.*
Kitchener *Telegraph.*
Guelph *Herald.*

The new weekly members are:—
Windsor (N.S.) *Journal.*
Essex *Free Press.*
Sherbrooke *Le Progres de l'Est.*
Dauphin (Man.) *Press.*

And one class paper.
The Maritime Baptist, St. John.

* * *

The C. P. A. has launched a definite membership campaign, and some personal canvassing will be done.

In making appeals for membership, the C. P. A. will be able to say some very convincing things concerning the service the Association has rendered all publishers in Canada using newsprint, in the direction of securing for them prices much better than would have been obtained had there been no Association, or had the Association been inactive or inefficient. As pointed out elsewhere in this issue of PRINTER AND PUBLISHER, the saving to the publishers for 1917 on newsprint bills will total upwards of $1,500,000. Each publisher can calculate for himself the amount he will save next year; and it would but be a right thing for every publisher who benefits by the C.P.A.'s services to become a member of the C.P.A., if he is not already a member, and so give practical expression to his sense of gratitude and of indebtedness. With increased funds, the C. P. A. can enlarge its work and service in many ways, for the benefit of its members.

* * *

Frank Adams, business manager of the London *Advertiser,* has been made a member of the Advisory Committee of the C. P. A., in place of C. A. Abraham, whose resignation from the committee followed on his severance of connection with the Winnipeg *Telegram.*

* * *

Sir Thomas White has returned to Canada, and with his return the interrupted matter of the price to be charged for newsprint to Canadian publishers will be speedily settled. That this price will be less than 2½ cents, f.o.b. mills, is a safe guess; and in the confidence that a price not very much in excess of old prices will be secured, the Canadian Press Association is recommending its publishing members using newsprint to make no contracts with paper houses until the price to be set or obtained by Sir Thomas White is announced.

The Labor Bulletins—relating to wage scales and allied matters—which recently have not been issued—will be resumed with the coming of the New Year. On this matter of bulletin service, certain extensions of service were put into effect on October 15. The 1st and 15th of each month have been fixed as the regular mailing days of bulletins. The Free Publicity Bulletins and Credit Information and Advertising Policy Bulletins have been changed from monthly to a semi-monthly basis. The increased Subscription Rate Bulletins have been placed upon a monthly basis, with the 15th of the month as date of publication.

* * *

The new offices of the C. P. A., on the ninth floor of the Excelsior Life Building are very much superior and more commodious than the former offices. They are particularly well lighted and much better arranged and suited to the requirements of routine work and committee meetings.

* * *

The newspapers of Canada, as represented by the Canadian Press Association, Inc., presented an address of welcome to His Excellency the Duke of Devonshire, Governor-General of Canada, at the Parliament Buildings, on Nov. 28. The address was presented by the President of the Association, Mr. J. G. Elliott, Kingston *Whig,* assisted by the Executive Committee of the Board of Directors, and the manager.

St. Lawrence River County Press Association

THE St. Lawrence River Counties Press Association held its annual meeting in Brockville last month. A resolution was passed favoring a standardization of newspapers and an agreement was reached to advance the subscription rates of weeklies to $1.50 a year, beginning December 15.

Brockville daily papers will go up to $3 a year. The Association expressed a wish that the Canadian Press Association hold its next annual meeting in Halifax. These officers were chosen for the district organization:

President, B. O. Britton, Gananoque *Reporter;* vice-president, A. H. Barker, Brockville *Times;* secretary-treasurer, W. J. Moore, Brockville *Recorder;* executive committee, W. Gibbens, Cornwall *Standard;* E. V. Barber, Merrickville *Post;* J. G. Elliott, Kingston *Whig.*

A. R. Alloway, assistant manager of the Canadian Press Association, was present and aided in the discussions.

B.C. Weekly Publishers Meet

A MEETING of the publishers of weekly newspapers in the southern interior of British Columbia, including all the territory between the Canadian Pacific Railway and the United States boundary from the Alberta boundary to Yale, was held at Penticton, on Friday, November 24th, for the purpose of organizing as the Southern Weekly Section of the British Columbia and Yukon Division of the Canadian Press Association.

Prescott and Glengarry Press Association

A MEETING of the above Association was held at Hawkesbury, on November 20. B. R. Pontin, L'Original *Advocate,* was elected president, and Wm. Arkell, Alexandria *News,* secretary. The $1.50 rate for weekly newspapers was endorsed. A. R. Alloway, assistant manager of the Canadian Press Association, was present.

Ottawa Valley Press Association

THIS Association met last month at Renfrew, when the chief subject of discussion was a revision of job printing charges.

The Newspaper as Seen by a Newspaper Man

A Plea for the Newspaper as Such—Practical Economies in Planning a Newspaper Plant—Unnecessary and Costly Waste—Ascertaining Costs of Subscriptions and Advertising Space—The Labor Problem—High Ideals

By HERBERT L. BRIDGEMAN
Business Manager of the Brooklyn *Standard Union*

BY AN unusual but perfectly natural evolution, the newspaper business has reached a position which amounts to a complete reversal of the main function; the real reason for being has been supplemented by a by-product which furnishes life-blood for the entire organism and upon which the functioning, not to say existence, of the whole depends. Only in the newspaper market does the advertising tail wag the dog of news and opinion. It is painful to admit that this is so even if there are exceptions which prove the rule; which is but another way of saying that newspapers are essentially business enterprises and must be judged and managed as such.

Unfortunately the moment one thinks he has thus laid a foundation, it begins to crumble; for newspaper values are altogether superior to and out of the ordinary commercial standards and methods, and any attempt to apply them would be as futile as to incorporate influence or capitalize genius.

NEWSPAPERS MUST RESERVE THEMSELVES

The evolution of newspapers to their present state and condition has been rather from outside and collateral forces than from within. Press builders, machine compositors, engravers and autoplaters have been the great newspaper accelerators of the last quarter century. These excellent and industrious gentlemen appear to have about reached the limit of their activity for the present, and the opportunity appears to be approaching, if not already here, for the newspapers to do something on their own account for their own advantage. It will be well to begin quietly and to make haste slowly. Rome was not built in a day. Besides, many a newspaper has done well by permitting its esteemed contemporary to make reforms and mistakes and pay for both. These suggestions are, therefore, put forth with reasonable faith that they are worth a fair trial which would not be expensive nor likely to cause serious complication.

A B C ECONOMIES

All these proposed changes must, however, justify themselves by their net cash results. Many a newspaper publisher discovered to his regret, long before the Bulgarian commander-in-chief informed his staff, that it is possible to organize too carefully.

Along the same line of reform, if the much-overworked term be permitted, lies better arrangement of housing and plants. Time is money and both are recklessly wasted in many offices by badly arranged departments which do not articulate with each other, which are scattered, difficult of access and connection, hopelessly dilatory and wasteful to operate. The lost motion newspapers suffer by widely separated and badly planned, usually not planned at all, mechanical departments, would handicap, if it did not wreck, many another manufacturing business, and goes far to explain the fixed charges for unproductive labor and other unseen leakage—a perpetual denial of profit almost as bad as incompetence or dishonesty.

Construction and arrangement might well be a practical study in every newspaper office to attain, if not the ideal, at least intelligent working conditions. After these, other things might be attempted. A central newspaper manufacturing plants, where the economics of any other well-managed business might be attempted, and the profligate criminal waste, over-production and duplication eliminated, is doubtless Utopian. But once begin to calculate what such a method and establishment would save and Dr. Johnson's "dreams of wealth beyond the potentiality of avarice" fill the imagination.

PRACTICAL SUGGESTIONS

To come from the general to the particular, Poor Richard's maxim is as true now as when it was first uttered. "A penny saved is two earned," and the things which newspapers may do for themselves readily separate into the internal and the external, those which may be effected within one's own organization and jurisdiction and those which involve or introduce outside relations and commitments. Of the former class take the matter of supplies; wrapping paper, twine and paste, each possibly, in any one office, too small to be thought of, almost negligible, yet continuous and a ceaseless drain. Every office has its own source of supply, its own rate of consumption, its own standards or rather lack of standards.

What economies might be effected if a really competent and practical test were made of paper which should be exactly right in weight, strength, price and, in like manner, of minor supplies, and all were furnished by the fewest number of manufacturers who would maintain quality and service. Suppose one of these departments was thoroughly organized and tried out, how long would it be before not only the initial cost would be recovered, but the way blazed, if not broadly illuminated, to similar treatment and methods for the more expensive materials making up a large part of cost production, ink, metals and the greatest of all, paper—which makes the average newspaper publisher resemble Atlas carrying on his back the world.

Standardization is a popular catch-word just now, and many sins have been committed in its name, but its basic principle is sound, and that newspapers should be the last to avail themselves of its advantages does not argue favorably for the capacity or efficiency of their owners.

Along the same line of internal development or of reorganization, if the term be preferred, runs a complete overhauling of business methods and details of administration, a process which should be two-fold, affecting those inside who handle the business and those outside with whom it is done. Probably there is no business in the wide world managed with so little system, or, it may be said in neglect and defiance of all system, as the newspaper business. The reason is not far to seek. Its conditions, necessities and results are wholly unlike any other known form of human endeavor or value, and to attempt to apply too rigidly regulations fundamental in any other lines would prove suicidal.

Doubtless no other business knows so little of the cost of what it sells as the newspaper. Does anybody suppose that subscription or advertising rates are determined by a scientific and honest investigation of expense, depreciation and all the other factors which every competent, suc-

cessful manufacturer knows to the last computable decimal?

Our methods are, of all others, most empirical, and all the traffic will bear is a highly refined rule of reason compared to the actual result under which we try to grope along and justify ourselves and our prices. We base rates on the other fellow's, on tradition and guesswork and, particularly in advertising, defend them either by sheer power of will and eloquent persuasion, with more or less economy of truth, or leave them to perish by the way, a hissing and a byword among all discriminating and merciless purchasers.

THE CHANGING VALUES OF A NEWSPAPER PROPERTY

No values are so intangible, so evanescent, as those of the newspapers. The advertising space, unsold to-day, is lost forever, and that of tomorrow does not exist. On the other hand it is quite possible to sell to-day's space in such a manner and at such a price that it were far better unsold and the price of it never realized. Rate cutting, the deadliest sin in the whole newspaper code, is unfortunately also the temptation most easily and oftenest yielded to and its evil consequences are irremediable. When cost of advertising is the starting point, sale below it would be no more expected or tolerated by a newspaper than by the producer of any other staple commodity.

Higher business mathematics, practical application of the refined and inexorable science of accounting, is nowhere more imperatively needed than in newspaper offices. Many good newspapers and good men, in consequence of unseen currents and outside attractions or neglected first principles, are drifting towards a rude awakening which will come too late. Interest, taxes, depreciation, bad debts, selling cost, excessive commissions, all these are subject to mathematical analysis and should be the subject of the most conscientious study and careful administration. Eternal vigilance is no more the price of liberty than of solvency against these insidious, subtracting forces which, unseen and continuous, may take the heart and the vitality out of any business and turn an apparent profit and prosperity into loss and destruction.

Unfortunately, though, the remedy is not as simple and as easy as might appear. Assuming that paper, labor and overhead charges are fairly constant, circulation varies daily and frequently has long and steady upward swings. To change and regulate the selling price of subscription and advertising to correspond to these constantly varying factors would be absurd and impracticable. Advertisers insist on clauses allowing rebate for reduced circulation; they never urge advance for increase. Newspapers might greatly benefit themselves by the adoption of standard and uniform accounting systems and methods. No two subscription or advertising departments are managed alike, and each in most cases, safe to say, is but the inheritance of some earlier day or former regime which dealt in its own way with the problems of its time.

STANDARD CONTRACT DESIRABLE

A standard uniform advertising contract has long been the ambition of American publishers and agents. Canada has realized it, and if, imitating our northern neighbors, we address ourselves earnestly and in good faith, there is no reason to despair of an early and satisfactory result. Only when an intelligent, accurate method of registry, checking and billing shall be devised and put into effect in progressive offices will the advertising gain in dignity and its terms, conditions and measurements receive the respect which an able commercial or financial corporation deserves.

If it be objected that all this is mere matter of business detail, of routine, and does not rise to the far-reaching opportunity of the Fourth Estate, it will cheerfully be admitted. We are concerned with what the newspapers can now do for themselves. What they may do to-morrow, or others may do for them or to them, is not to the present purpose. Despise not the day of small things; and when internal economies are organized and operative, when some elemental co-operation of supply becomes effective, larger activities may be attempted. A national purchasing agency or clearing house for newsprint should exactly balance production and consumption; should distribute, at a minimum freight charge, cutting out every useless mile of land or water freight; should wholly eliminate selling expense that is as unproductive and unnecessary as paying for the privilege of buying air or water.

THE LABOR PROBLEM

After progress toward this ideal has been established wisdom, experience and courage might find a way to deal with the greatest problem of all, the greatest incubus under which the newspapers live; that of organized labor. They should come back to first principles, where labor and capital might meet on fair and common ground, the unknown and the employer deal with each other as intelligent, self-respecting human beings, each to the satisfaction and profit of the other and without outside dictation or interference. Could the newspaper to-day be permitted to save the waste, the duplication, the unbusinesslike and arbitrary expenditures which a false and uneconomic labor system imposes upon them, millions would be saved or, what is better, divided among those creating them and entitled to them.

THE PURSUIT OF IDEALS

All this and more lies within the legitimate ambition of every real, sincere and honest newspaper, within its own right, sphere and jurisdiction. If it seeks other worlds to conquer, let it attack resolutely and fearlessly the free publicity evil, a scandal which spreads like wildfire and grows by what it feeds on; let it organize for mutual protection and defence against inquisitorial legislation which, a dead letter or political agency, becomes a hissing and a byword among all honest men; let it strive for equitable and enlightened laws of libel, that this rich mine of graft and blackmail may be closed; let it attempt a more sane and just valuation of men and events, regulating the latest cheap sensations, personal and other, the local small talk, the baseball amateurs, socials and "among those present," which means a section of the city directory, to their proper limit and perspective. In other words, let it go forward and upward to the dignity and influence to which its functions and opportunity invite it.

Toronto Advertising Club

IN LAST month's issue of PRINTER AND PUBLISHER it was incorrectly stated that the Toronto Advertising Club had ceased to exist. This organization still continues.

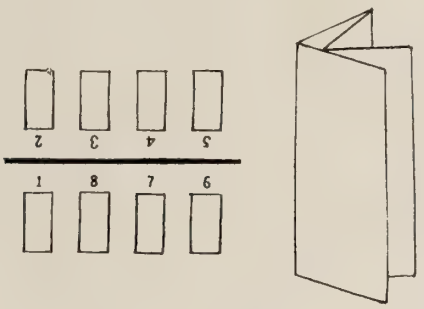
The error was due to misinformation. The Toronto Advertising Club was engaged in the work of putting itself in a stronger position, and the changes and doings consequent on the Club's actions were misinterperted by the informants of PRINTER AND PUBLISHER; hence the item in our last month's issue.

PRINTER AND PUBLISHER greatly regrets its error, and the injustice and hurt which the publication of the report of its dissolution did its officers, membership, and cause; and an apology is hereby tendered the Toronto Advertising Club for the act of PRINTER AND PUBLISHER in giving publicity to the statement that the Club had ceased to exist. PRINTER AND PUBLISHER is glad to know that the Toronto Advertising Club is still active and forward in promoting the work and objects of good advertising.

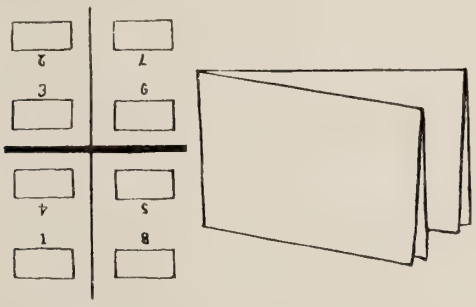
Imposition of an 8-page and a 16-page Form

Help for the Apprentice and Some Others—Troubles that are Frequently Encountered—The Difficulties of Imposing a 16-page Form

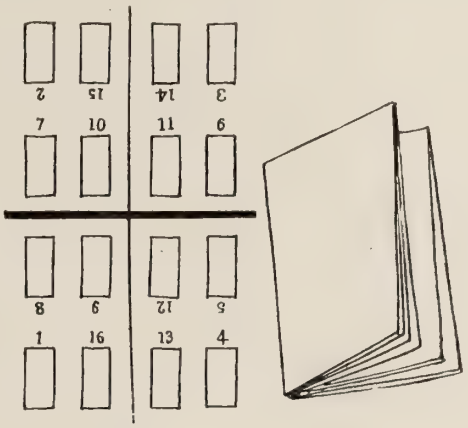
THIS December issue of PRINTER AND PUBLISHER we finish with our first lesson in 16-page forms. The 16-page form is the most common of all forms for cylinder presses. 75 per cent. of all jobs are figured on the 16-page basis. A stone-hand who has mastered the 16-page form has not much further to go before he has a complete knowledge of imposition. So much for the 16-page.



E—8-page Folder.—This is a simple form, yet frequently through the "give" in chases it is hard to register. The paper should always be trimmed all round, for it feeds from opposite edges on the "back-up." The folder is frequently made to fit a stock-size envelope. Its chief advantage is that it requires no stitching, just folding. Therefore, to make it neat and attractive, the furniture between pages is exactly the same in every case, unless the stock is very heavy and then an extra lead is added to the furniture for the last fold.



F—8-Page, the Broad Way.—In smaller print shops, or in towns in the dairy belt, this style of form is common for pure-bred catalogs. It is laid in the above diagram so that the same feed edge in "backing-up" is to the grippers or gauges as it was when the "first side" was printed. If one has no cylinder press, or if the cylinder press is not good enough, or convenient enough, to work this form as an eight-page, the paper may be cut in the centre, the form divided at the centre black line in the diagram and worked in two impressions. The effect is the same, as if worked in one form, time saved in "gathering" for the completed catalogue. The same rule applies to every diagram printed in these talks on imposition. The black lines in the diagrams represent chase-bars in the larger chases. Thus a 16-page form may be cut in four sections, an eight-page in two sections, the same "lay" used and the job worked on a platen press.



G—16-Page Form From the Outside.—We are now getting to the more difficult problems of imposition to the apprentice. The 16-page form is nothing more nor less than four 4-page forms printed in the one chase. Therefore, space has to be provided along the long cross-bar and the short cross-bar to allow for correct margins and the proper "trim" of the completed or bound job.

The fold diagram should receive the closest attention. Take a piece of paper and try and make the fold. When it has been correctly mastered, the apprentice will find that the first eight pages are on the "open-side" of the paper, and the last eight pages are on the closed side of the sheet. This detail must be thoroughly grasped to understand what follows next month.

Next month—January—we hope to have drawings illustrating the proper making of margins and the placing of the proper furniture in the "backs" of the pages. In February we will give the first talk on the foot-rule system of finding the margins. But the January lesson must be thoroughly mastered. It will make the February lesson ten times easier understood.

St. John *Telegraph* Pays for Exchanges

BEGINNING November 15, 1916, the St. John *Telegraph* exchanges were put on a paid basis. Cash will be paid in advance for those newspapers found necessary. The *Telegraph* is asking its friends in the newspaper business who find the *Telegraph* a valuable exchange to send a subscription if they desire it continued after November 15, 1916.

The high cost of publishing have some good consequences, one of which is the reduction in complimentary exchange copies.

Double Page Spreads

PRINTER AND PUBLISHER has been told that the Association of Canadian Advertisers will take up with the Post Office Department at Ottawa the matter of "double page spreads," in an effort to obtain a saner ruling than that that now governs.

Publishers' Doings

THE Calgary *News-Telegram* is devoting much energy to the promotion of the "Patronize Home Industries" idea, with much encouragement of a practical sort from local firms. The same newspaper also runs a page headed, "Grain Growers', Financial and Stock Market Page." In connection with the play "It Pays to Advertise," when given in Calgary, the *News-Telegram* developed a goodly quantity of special advertising.

The Lethbridge *Herald* is conducting a subscription contest in which two motor cars and numerous other prizes are offered.

The Cobalt *Daily Nugget* has produced a 64-page illustrated booklet called "Silver and Gold"—a souvenir of the mines of Northern Ontario. The elaborate nature of the publication can be inferred from the price—$1.50. The book is sold by booksellers and the Railway News Co.

The St. John *Daily Telegraph* had a page of advertising headed "Gifts for the Boys at the Front."

The Lethbridge *Herald* has a "Two Bits" fund for tobacco for the soldiers. Everyone is invited to subscribe "two bits" (25c.), which sum will keep a soldier in tobacco for a week.

The Nelson (B.C.) *Daily News* has a feature headed "Leading Hotels of the West." Upwards of two columns are occupied by numerous small advertisements.

The London *Advertiser* had an advertising page headed "Christmas Gifts for our Soldiers and Nurses at the Front."

The Montreal *Daily Star* ran special advertising in connection with the idea of Christmas gifts for soldiers.

The St. Thomas *Times* had a "Soldiers' Gifts" page.

The Vancouver *Province* secured special advertising on a "Reason Why" idea. A dollar was offered by each of many advertisers for the best "reason why" in connection with their businesses. Reasons were limited to twenty words.

The St. Catharines *Standard* has a "Greater St. Catharines" page—letter press and a series of "card" advertisements.

The Windsor *Evening Record* used the soldiers' gifts idea profitably.

The Vancouver *World* ran an advertising page headed "Use the Telephone."

The Brockville *Times* turned to acocunt the Gifts for Soldiers idea.

The Ottawa *Journal* is publishing by special arrangement, the series of war articles being written by Charles F. Crandall, Managing Editor of the Montreal *Daily Star*. Mr. Crandall recently visited the battle lines in France.

The Ottawa *Journal's* 30,000 Club plan is ended. The campaign lasted two months, and the particular plan employed to boost the subscription list was used in Ottawa for the first time by the *Journal*, and was declared to be a great success.

The London *Free Press* carried two pages of Soldiers' Gifts advertising in a single issue.

The Vernon (B.C.), *News* offers illustrations for advertising free of charge. Proof sheets of the illustrations available are supplied advertisers to make their own selection.

"Christmas Day in the Trenches" was the heading used by the Windsor *Record* to capture special local advertising. Pages of advertising under this caption appeared on four different dates.

The Winnipeg *Telegram* is urging, by displayed advertisement, that Christmas shoppers do their shopping early, in order to save the strength of delivery men, boys and horses—by averting the burden of last-minute shopping and deliveries.

The Continental Publishing Company, Toronto, publishers of *Everywoman's World*, is planning to issue a new periodical, to be devoted to the interests of women on the farm. Early in 1917 this company will open an office in Montreal, in charge of J. P. Kelly, who has recently been connected with Murray-Kay, Toronto.

The St. Thomas *Times* published last month a feature advertising page, entitled, "Christmas Shoppers' Directory." Truly the early bird catches the worm.

The Medicine Hat *Daily News* had a soldiers' gift page.

The Winnipeg *Telegram* ran a page in three colors, headed, "Spirit of the Press: Brightest Pictorial and Written Ideas of Best Editorial Minds in Leading Journals"—a feature of compelling interest.

The Weyburn (Sask.) *Review* promoted successfully a Dollar Day last month.

The Winnipeg *Free Press*, in co-operation with the Manitoba School Trustees' Association, and with the approval of the Department of Education, will shortly hold its third spelling bee, open to all school children of the Province of Manitoba, who have passed the third grade in the elementary schools. After local elimination tests, the final competition will be among about sixty scholars, and will be held in Winnipeg in March next. Silver medals and a gold medal will be the awards.

The Mount Forest *Confederate* is publishing a blank form calling for biographical material of residents or former residents of Mount Forest and surrounding district, for publication next year—the *Confederate's* jubilee year.

The Englehart *Courier* devoted a page to these words, boldly and blackly displayed: "Do your Christmas shopping early, and do it in Englehart."

The Winnipeg *Free Press* offers $500 in prizes to those who will estimate most accurately the relative positions of the three Winnipeg daily newspapers in point of city carrier circulation, as demonstrated by a *Free Press* census recently taken of seventy streets.

The London *Free Press* secured much extra advertising in connection with the Christmas Gifts for Soldiers idea.

The Brockville *Evening Recorder* carried much special advertising in connection with the Gifts for Soldiers idea.

The Grain Growers' Guide, Winnipeg, has been doing some excellent promotion and educational work, of benefit to all western papers—this by the publication and distribution among advertisers and agencies of attractively prepared and factful printed matter.

The Winnipeg *Free Press* has adopted the standard of practice as adopted by the Association of Canadian Advertisers.

Morning newspapers will be distributed free to guests at the Hotel Commodore, now being erected in New York. This idea has been successfully worked out at the Hotel Bond, Hartford, Ct., where copies of the Hartford *Courant* are available without cost to guests. An idea in this for Canadian publishers, namely, to arrange with local hotels to give guests a copy of local daily.

Christmas Electros

PRINTER AND PUBLISHER is able to supply printers and publishers with a good selection of electros, suitable for Christmas retailers' advertising, circulars, etc. A sheet showing them will be forwarded on request.

THE EDITORS' VIEWPOINT

Newsprint in Canada

IN CANADA, the newsprint situation has remained this past month pretty much at a standstill. The publishers, as represented by the Canadian Press Association, have been "standing pat," relying on a favorable decision by Sir Thomas White, who has just arrived in Canada from a trip to England.

Before he sailed for England nearly two months ago, Sir Thomas gave the publishers' committee assurance that if the publishers, as represented by their special committee, and the papermakers could not come to an agreement on the matter of prices, he would fix a price, and he broadly hinted that this price would be entirely favorable to Canadian publishers. And there matters have stood.

As to the price which Sir Thomas may fix, one can only conjecture, but a rate of $2.25 per cwt. is not too much to expect.

The paper men have been diligent in their efforts to close as many contracts as possible at a rate of $3.00 f.o.b. mills, and it is probable that some publishers have made contracts for 1917 at this figure. Others have been watchfully waiting, and have been encouraged in this attitude by the Canadian Press Association.

It is practically certain that a price for Canada will be set and announced in the course of a few days. Whatever price may be set will mean a loss of maximum profit by the papermakers, but will still give them a very substantial profit; and will leave them to make the maximum profit on the 1,500 or more tons exported daily to the United States.

The C.P.A. Justifies Its Existence

IT IS estimated that the saving for 1917 alone on newsprint consumption of Canadian publishers, as the result of the Canadian Press Association representation to the Canadian Government, will be nothing short of $1,500,000. The paper makers have been wanting 3 cents f.o.b. mills; the C.P.A. confidently expetcs a price below 2½ cents. This saving of more than a half cent a pound, when the needs of all dailies and weeklies of Canada for a year are reckoned, will swell into a million and a half dollars.

Had there been no Canadian Press Association, no organized body of publishers under efficient management and having committees that really work; had there been no machinery for giving swift, emphatic and powerful expression to publishers' views and will; had there been no established prestige and admitted power of an organized press; then there could have been no successful or influential presentation of the publishers' views and interests when the price of newsprint went a-soaring to a figure that meant virtual bankruptcy or liquidation for many a Canadian newspaper.

The members of the Canadian Press Association contribute each year in fees a sum approximating $10,000. So the $1,500,000 saved publishers for 1917 alone is equivalent to C.P.A. members of such fees for a hundred and fifty years.

One wonders if C.P.A. members will appreciate fully just what their Association has done for them in the way of actual money saving; and if many hundreds who are not members for reasons good, bad or indifferent, will now feel ready to become members, and so add to the strength to serve of the Association, which exists solely to promote the welfare of its members.

One Aspect of the $1.50 Rate for Weeklies

THE weekly newspaper that has raised its rate from $1 to $1.50 is a better property than it was before, and has a market value greater than it had when the old dollar rate obtained.

Not every publisher failing to raise his subscription rate has considered this aspect of the case. Some have actually thought that their fortunes would improve by a retention of the old rate—this by catching subscriptions lost to a competitor who has put, or intends to put, the $1.50 rate into effect. He laughs best who laughs last, and it is almost 100% certain that the last laugh will be with the man who is getting fifty cents a year more from each of 1,500 or 2,000 subscribers.

The dollar rate will operate to the impoverishment of the publisher clinging to it; which means that someday, far or near, this unwise publisher may be forced to seek a buyer for his newspaper. But who will give much for a newspaper that has ruined its publisher because its revenues were inadequate for the requirements of production and a livelihood?

The publisher of a weekly newspaper has a chance today to raise to the $1.50 rate that may not offer again in a decade. Everybody knows of the higher cost of paper and of the perils that lie in the path of the publisher. The big dailies are, many of them, raising their price; magazines are raising their price; weeklies everywhere are raising their price. All this makes the present the psychological moment for advance from $1 to $1.50. He who hesitates and defers action may have to face later on the important necessity to make a raise, and at a time when the public may be less disposed to pay a higher rate than they are now.

Let the fearful publisher ponder the matter over once more.

Is Advertising Becoming Less Profitable?

ADVERTISERS in newspapers in both Canada and the United States are declaring that newspaper advertising is not so profitable as it was ten years ago; and in this belief they are disposed to use less newspaper advertising and to employ other mediums of advertising to a much greater extent than formerly.

The Association of National Advertisers in the United States, in a bulletin issued by its Circulation Committee, has said as follows:

"Publishers have gone circulation mad, and we are largely to blame. We have asked, 'How much have you?'

and have failed to ask the equally important question, 'How did you get it?'"

The quality of our copy has improved mightily in the past decade. We have learned coöperation with the Sales Department, we have learned about intelligent follow-up. Our merchandising methods have improved to a marked degree, but advertising is not as profitable as it used to be.

Why?

Because . . . the publications, in a perilously large number of cases, are not *building up subscription lists;* they are scrambling for names. . . When advertisers learn to discriminate between "readers" and "circulation" and demand readers rather than mere circulation, then and then only will the conditions improve."

And the Association of Canadian Advertisers in similar vein has said in a resolution:

"That the members of this Association register it as their opinion that any slight decline in volume of circulation directly due to increased charges to the subscriber, enhances rather than lessens, the advertising value of such publication."

Also advertisers are definitely and positively saying to the Business Office: Don't sit on the editor quite so hard. Don't plenish the coffers of your department at the expense of the reading value and influential character of your publication. Don't cow-tow so much to the space-buyer and the department store advertiser.

In all this there is joy for the editor, comfort for the harassed circulation manager, and food for thought for the business and advertising manager. Also, this new attitude of advertisers gives the article of Edward Beck, editor of the Winnipeg *Telegram*, which appeared in last month's PRINTER AND PUBLISHER, an added claim for sympathetic attention.

The Standardization of Newspapers

THE crisis that occurred in connection with the price of newsprint, and which has not completely passed away, has brought to the front a situation that has contributed not a little to the higher cost of paper for many publishers; namely, the variations in the sizes of newspapers.

There would seem to be no standard size for newspapers in any country; nor uniformity of quality or color of stock. This means that the mills have to make many sizes, grades and colors to suit individual requirements, and this means higher production costs which are assessed on all buyers. So publishers, not makers, pay for their own predilections.

In practical suggestions made by the papermakers, calculated to lower paper costs, one has been to standardize. The sense of this recommendation is apparent when one looks into the variations of daily and weekly newspapers in regard to their column widths and lengths, and to the number of columns to the page. Here are some examples (figures taken from Lydiatt's "What's What"):

Dailies.	No. of Cols.	Width of cols. (Ems)	Depth of cols. (Inches)
Halifax *Herald*	7	13	21
Halifax *Chronicle*	7	13	20
St. John *Telegraph*	7	13	21½
St. John *Standard*	7	13	21½
Montreal *Star*	8	12½	21¾
Montreal *La Presse*	8	12½	21¾
Montreal *Gazette*	7	13	21
Ottawa *Journal*	8	12½	21½
Ottawa *Free Press*	8	12½	21
Ottawa *Citizen*	8	12½	21¾
Toronto *Globe*	7	13	21½
Toronto *Mail and Empire*	7	13	20
Toronto *Star*	8	12½	20
Toronto *Telegram*	8	12½	20
Hamilton *Spectator*	8	13	21¾
London *Free Press*	8	12½	21½
Winnipeg *Free Press*	8	12½	22
Winnipeg *Telegram*	8	12½	20
Regina *Leader*	7	13	21¼
Calgary *Albertan*	8	13	23
Calgary *Herald*	8	13	21¾
Calgary *News-Telegram*	8	12½	20
Edmonton *Bulletin*	7	13	20½
Edmonton *Journal*	7	13	21½
Vancouver *Province*	7	13	21
Vancouver *World*	7	13	21
Vancouver *News Advertiser*	7	13	22

(The variations in the case of country weeklies are even more striking).

In the case of the weeklies whose paper consumption is small in comparison with that of dailies, the cost of paper to them is unnecessarily high; the men from whom they buy must carry many sizes and an undesirably large stock to meet their customers' needs. All of which means that the publisher pays for the trouble and investment which he requires of the supply house.

If weeklies could agree, through the Canadian Press Association on certain standard sizes, it would be possible for all those requiring Class A paper to pool their annual requirements, order in large quantity, and so get a minimum price; and similarly in regard to Class B and to Class C (these classes indicating the three general requirements for larger sheets). By making up a year's requirements for several hundred publishers all at one time, great savings could be effected, and publishers could take deliveries as suited them.

There is a danger that any impulse toward a rectification of things as they exist to-day among Canadian newspapers may subside if the vexing conditions now being experienced pass away soon; but it is to be hoped that the growing economic sense will lead publishers in the direction, and finally to the goal, of standardizing their newsprint material—in length of rolls, size of sheets, and in quality and color of stock.

An Advertiser's Research Bureau

IN LAST month's PRINTER AND PUBLISHER Mr. Charles E. Coling, advertising manager of the Winnipeg *Free Press*, pleaded for the creation of a research bureau, which would provide space-buyers with complete and authentic data and general information about any and all fields whose cultivation was desired. Mr. Coling has touched on a big subject, and one that is likely to receive considerable attention in Canada in the near future.

Mr. Coling inclines to the view that the survey work which he outlines should be done by advertisers rather than by publishers. Perhaps the work should be shared by both classes of interests. But PRINTER AND PUBLISHER believes that publishers more than advertisers must be active in making the survey which all admit to be desirable and necessary.

On the seller—the publisher—rests the burden of selling his field and medium, just as on all manufacturers and producers the burden of selling their merchandise rests definitely and permanently on them. But a national, provincial or territorial survey is a task quite outside a single publisher's obligations; which means that publishers should combine in any effort to make a wider than local survey. Perhaps the coöperative undertaking may be initiated and carried out by the Canadian Press Association; but it were wise on the part of the stronger publishers to take the first steps themselves, and the way is open to do this by the invitation of Mr. Coling to the fraternity to write him. If any publisher-reader believes that an advertising survey of Canada is needed, for the good of publishers themselves, let him write his views to Mr. Coling.

The Winnipeg Contempt Case

THE Court of Appeal gave judgment that Mr. Justice Haggart went beyond his jurisdiction when he made an order quashing Edward Beck's committal to jail for alleged contempt of court, after having previously ordered his release on habeas corpus proceedings.

Mr. Beck, managing editor of the Winnipeg *Telegram*, and three other Winnipeg newspaper men, were committed to jail by Mr. Justice Galt, sitting as a Royal Commissioner, for alleged contempt of that tribunal.

Mr. Justice Haggart, of the Court of Appeals, ordered their release the same day, and at a later date, after a hearing at which the Crown was not represented, made an order quashing the committal on the ground that Commissioner Galt had no power to sentence for contempt. The Crown appealed the case of Mr. Beck, holding that Mr. Justice Haggart's second order was of no effect since the men were already at liberty.

Chief Justice Howell and Mr. Justice Perdue, Richards, and Cameron, concurred in the judgment given by the Court of Appeals.

Mr. Justice Perdue stated that when Mr. Justice Haggart made his provisional order of habeas corpus, the proceedings were at an end; Mr. Beck was no longer before the court, having been released from custody without bail. Whatever took place after this date under habeas corpus proceedings was, said his Lordship, without jurisdiction on the part of Justice Haggart.

Mr. Justice Perdue added that the question of the fine of $500 imposed on Mr. Beck by Commissioner Galt could not be disposed of by habeas corpus proceedings. There was no power in the Court of Appeal, or the Court of King's Bench, he said, to recommit Mr. Beck to custody.

The court's judgment did not deal in any way with the authority of Commissioner Galt to impose sentences for alleged contempt.

The *Telegram* has served notice that Parliament is to be asked to review the extraordinary situation that has been revealed in the Manitoba judiciary.

Contempt Case in Vancouver

W. A. CRAWLEY, a reporter for the Vancouver *News-Advertiser*, was threatened with committal to gaol for contempt of court for refusing to give evidence before the Board of Arbitration, sitting to assess the value of the Kitsiliano Indian Reserve. The reserve had been purchased from the Indians by the Provincial Government and is being purchased by the Dominion Government, by which it will be granted to the Harbor Commission for extension of the dockage facilities of the port. A dispute between the two Governments has arisen as to the price to be paid by the Dominion authorities. The *News-Advertiser* published a statement bearing on the value of the reserve, and it was to learn the source of this information set forth in this article that counsel for the Dominion Government desired to examine Mr. Crawley. The reporter's refusal was on the ground that to disclose the source of his information would be a breach of trust and he pleaded privilege. Eventually Mr. Crawley was acquitted, it being decided that he was quite within his rights in refusing to give the information sought.

The Freedom of the Press

THE RIGHT of the free criticism of official acts by the press was firmly established in British North America by a Nova Scotian, Hon. Joseph Howe. His fight for constitutional government and for the freedom of the press constitute a glorious chapter in Canadian history. Howe, it will be recalled, vigorously assailed the bench of magistrates appointed by the governor of Nova Scotia on the ground of the grossest corruption, his criticism appearing in the columns of the *Nova Scotian* in a letter signed "The People."

The plan of the magistrates of Halifax to stifle criticism of their actions is thus described by Mr. Justice Longley in his life of the great Nova Scotian.

"The magistrates believed, undoubtedly, at this moment that Howe, whose newspaper was becoming very troublesome to the governing class, was about to be destroyed. It was shown that he was without means, and that the entire influential class was hostile. He would be tried by a chief justice appointed by the governor, and a member of the council of twelve. He would be prosecuted by an attorney-general identified with the government and interested in maintaining the privileges of the chosen few. Once convicted and sentenced to imprisonment, as they hoped, his paper would be destroyed, he himself discredited and ruined, and a blow thereby struck which would have its due moral effect upon any other incipient reformer who might essay to follow in his footsteps."—Halifax *Herald*.

New Ruling on Copyright Act

A FEDERAL court ruling in Ohio that a newspaper publisher is liable for infringement of a series of separately copyrighted advertising designs only for one offence and not upon each separate design of the series will be reviewed by the Supreme Court.

The question was raised in a $35,000 damage suit by a New York advertising concern against the Despatch Printing Company of Columbus for alleged infringement of a series of seven advertising designs, copyrighted separately and published at different times.

New York Dailies

NEW YORK daily newspapers show a general increase in circulation for the six months ending October 1, compared with the half year that ended April 1 last. The statements required by law as to the average number of copies sold for the previous six months, and which have been printed during the past few days, exhibit an upward trend in distribution on the part of the metropolitan press. The largest increase was recorded by the *Morning Sun*, 53,930. The *American* is next, with 47,862. The *Journal* made an increase of 41,975, the *Morning World*, 7,153, the *Times*, 6,160, and the *Evening World*, 5,631.

Following are the figures showing the average circulation of New York's daily newspapers for the past six months:

Journal, 816,597; *Evening World*, 404,358; *Morning World*, 398,984; *American*, 382,297; *Times*, 340,904; *Evening Telegram*, 218,463; *Globe*, 210,991; *Evening Sun*, 171,247; *Evening Mail*, 159,690; *Morning Sun*, 122,239; *Tribune*, 101,611; *Herald*, 99,597; *Brooklyn Standard Union (Sunday)*, 76,955; *Brooklyn Standard Union*, 63,001; *Brooklyn Eagle*, 44,332; *Morning Telegraph*, 40,295; *Evening Post*, 20,477.

The Making of a Dummy

IN BUILDING a dummy it is an easy matter to draw upon various American and foreign periodicals for especially interesting illustrations, which can be cut to sizes and arranged as working models for more effective results than the monotonous effect of uniformity.

Agencies and Advertisers

Frank C. Hoy, formerly with the Toronto *World*, has set up an advertising agency in Toronto.

Frank Campbell, of the Campbell-Ewald Advertising Agency, Detroit, addressed the London Ad. Club last month.

M. R. Hilts has resigned his position as advertising manager of the Puritan Machine Company, Detroit, Mich., to take up work in the advertising field in Chicago.

W. H. Meyer, former space buyer of the J. Walter Thompson Advertising Agency, New York, has become associated with the Hawley Advertising Co., New York.

In every city of the country from December 2 to 9 leaders in electrical service will press home by publicity and demonstration the message of to-day—"Do It Electrically."

THE Advertising Service Agency, of Toronto and Montreal, have as new accounts the advertising of the Æolian-Vocalion, the Canada Cement Company, Sonora Phonograph, and the Channel Chemical Co.

The account of Pathé Freres, in Canada, is with Smith, Denne & Moore. This agency is placing business for the Ontario Fertilizers, Doubleday, Page & Co., and the Lehigh Valley Railroad.

The advertising now being done by the Imperial Munitions Board in Canadian newspapers, is being handled by The J. J. Gibbons Agency. H. E. Morgan, the British Government's representative, arranged for the campaign.

Charles F. Higham, advertising agent, of London, England, has been adopted as the prospective Parliamentary candidate of the South Islington Unionist Association at the next general election.

J. J. Gallagher, formerly vice-president and general manager of the Acton Publishing Company, Ltd., Toronto, has joined the staff of the Advertising Service Company, Montreal and Toronto.

Harold C. Lowery, of the advertising department of the Toronto *Globe*, has been appointed Canadian correspondent of *Printers' Ink*. Mr. Lowery is writing some very excellent articles for this publication—stories of specific and notable Canadian advertising campaigns.

The rubber companies of Canada are conducting a campaign, unsigned, in Canadian newspapers, to promote the larger use of rubber footwear. The A. McKim Agency have this account, which is interesting and being a co-operative undertaking—a class of advertising likely to develop rapidly in Canada.

To the *Canadian Grocer*, J. C. Kirkwood is contributing a series of informative articles on oleomargarine, the butter equivalent, whose manufacture and sale in Canada is forbidden. Many newspapers, including the farm press, have been devoting a good deal of space to the matter of oleomargarine. The dairy interests are emphatically against any change in present laws. If the law be altered so as to permit the manufacture, sale and importation of oleomargarine in Canada, the probability is that much new advertising will find its way into Canadian newspapers.

The Montreal Publicity Association have protested to the Board of Control of Montreal against a proposed tax of ten cents a square foot on billboards, claiming that the mere announcement of the proposed tax prevented the billposters from getting outside contracts; that it was unfair to place a special tax on the billboards when the men engaged in that business were paying their business tax like the rest, and finally, that the proposed tax was too heavy, being something like sixty per cent. of the gross earnings of the bill posters. The Mayor said that it was most likely that the special tax on billboards would be a provincial affair like that on automobiles.

Papers Increase Subscription Rates

AMONG the papers which are increasing their subscription rates are the following:

The Cobalt *Nugget*: $4 by mail; $5 by carrier; and $6 foreign.

The Lindsay *Post*: weekly, to $1.50.

The Chauvin (Alta.), *Chronicle*: weekly, to $1.50. (The publisher reports that he finds the change easy to make, subscribers paying willingly.)

The Trenton *Courier*: raises its rate to $1.50 on January 1.

The Canadian Grocer, Hardware and Metal and *Canadian Machinery*, three weekly class newspapers published by the MacLean Publishing Company, are now $3 a year—an advance of $1 on the former price. Very little objection was taken by subscribers to the 50% increase. Concerning the prices of class papers in America:

6%	sell for	less than	$1.00
44%	"	"	1.00
5%	"	"	$1.00 to $2.00
3%	"	"	2.00
2%	"	"	2.50
7%	"	"	3.00
6%	"	over	3.00

The Moose Jaw *Evening Times* announces the following prices: 10 cents a week delivered in the city, or $5.00 per year; by mail to out-of-town subscribers, $3.00 per year.

The Niagara Falls *Review* has increased its price to two cents a copy.

These Weeklies Have Raised Their Price

THE success of the movement among the weeklies of Canada towards the $1.50 rate is pronounced, and steadily reluctant or hesitating publishers are seeing the light. Since the publication in PRINTER AND PUBLISHER two months ago of 180 or more weeklies that have a rate of $1.50 or higher the following have adopted the $1.50 rate:

NOVA SCOTIA

Halifax *Mail and Homestead.*
Halifax *Nova Scotian.*
New Glasgow *Eastern Chronicle.*
Windsor *Journal.*
Windsor *Tribune.*

QUEBEC

Waterloo *Journal.*

ONTARIO

Alexandria *News.*
Amherstburg *Echo.*
Blenheim *News-Tribune.*
Bothwell *Times.*
Brockville *Recorder.*
Brockville *Times.*
Chatham *Banner-News.*
Chatham *Planet.*
Clifford *Express.*
Comber *Herald.*
Cornwall *Freeholder.*
Cornwall *Standard.*
Dresden *Times.*
Eganville *Leader.*
Gananoque *Journal.*
Gananoque *Reporter.*
Hawkesbury *Echo.*
Iroquois *News.*
Kingsville *Reporter.*
Leamington *Post.*
Lindsay *Post.*
Lindsay *Watchman-Warder.*
L'Orignal *Advocate.*
Oshawa *Reformer.*
Thamesville *Herald.*
Trenton *Courier.*
Vankleek Hill *Record.*
Wallaceburg *Herald-Record.*
Wallaceburg *News.*
Wheatley *Journal.*
Windsor *Record.*

MANITOBA

Dominion City *Echo.*
Souris *Plaindealer.*

SASKATCHEWAN.

Cupar *Herald.*
Fillmore *Press.*
Kelliher *Journal.*
Kinistino *Representative.*
Radisson *News.*
Young *Journal.*

ALBERTA

Chauvin *Chronicle.*

Growth of Newspaper Advertising

THE Bureau of Advertising of the American Newspapers Publishers' Association proposes to establish branch offices of the Bureau in Chicago and San Francisco.

In a meeting in Chicago called to consider this matter, W. H. Field, business manager of the Chicago *Tribune*, said that the amount of advertising in magazines for the comparative years 1909 and 1916 showed a loss of 16.66%, while the newspapers, for the same years, gained 30%.



Announcement

With the approaching end of the Old Year and ere becoming engrossed in the affairs of the new year we choose this the most appropriate time to remember those who have contributed to our welfare during this and past years. ¶ We thank you most sincerely for your kind consideration, good-will and co-operation, all of which we shall try to prove more worthy at the close of the promising New Year we are now about to enter.

The Publishers



As the cold weather season is near at hand all customers will begin to wear woolen underwear, and we wish to inform our patrons that we launder all flannels by hand, and guarantee that no woolen garments will be shrunk, nor will be returned ugly and sour. Give us a trial and if our work pleases you recommend us to your friends. We have six delivery wagons and therefore can give you prompt delivery service. Phone and our driver will call. Main 114.

Ideal Steam Laundry Company

Chatham, Ontario

TWENTY FIFTH

ANNUAL CONVENTION

LAMBTON WOMAN'S CHRISTIAN TEMPERANCE UNION

BAPTIST CHURCH, FOREST
TUESDAY AND WEDNESDAY
JUNE 20TH-21ST
1916

OFFICERS

President	MRS. [illegible]
[illegible]	MRS. J. McHATTIE, Petrolia
[illegible]	MRS. [illegible]
[illegible]	MRS. J. A. LANCASTER, Petrolia
[illegible]	MRS. [illegible]

All are welcome

MUSICALE



IN AID OF RED CROSS FUND

By the Pupils of Mrs. Mabelle C. Preston, A.T.C.M. Assisted by Miss [illegible] L.T.C.M. and Band

IN TOWN HALL FOREST, FRIDAY MARCH 26TH

ADMISSION 15 CENTS

Franklin House

CHESTER [illegible]

Menu

SOUP

FISH

ROAST

ENTRÉES

PASTRY

DESSERT

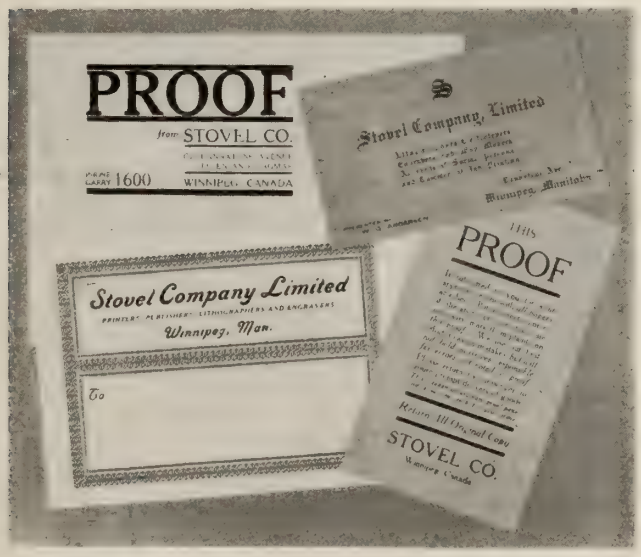
[illegible] TEA [illegible] COFFEE [illegible] MILK

REVIEW OF SPECIMENS

By ERNEST E. ADAMS

THIS month we are fortunate in having several specimens to review. This is as we wish it. Typographical compositions are expressive of what a man knows, and reveal either the fulness and correctness of his knowledge or his deficiencies and knowledge; and all of us have something to learn. PRINTER AND PUBLISHER again extends an invitation to compositors everywhere in Canada to submit examples of their work for review. Particularly to be desired is the work of those men who are honestly striving to do better work and who wish the opinion of an outsider on what they have done, whether this opinion be favorable or otherwise. Always constructive criticism is aimed at.

Stovel Co., Ltd., Winnipeg.—An assortment of specimens has been received from this firm, which, according to information received, were produced under unusual difficulties owing to the fire that devastated their equipment last May. The work consists of their own stationery supplies, being designed by C. Neill and E. Morgan. A blotter by Mr. Morgan lacks that legibility and advertising value it should convey by reason of too numerous groups, which made it necessary to place type on every part of the blotter. A business card by Mr. Neill has the same fault, viz.: to get the message the eye is compelled to travel to too many little groups of reading matter.

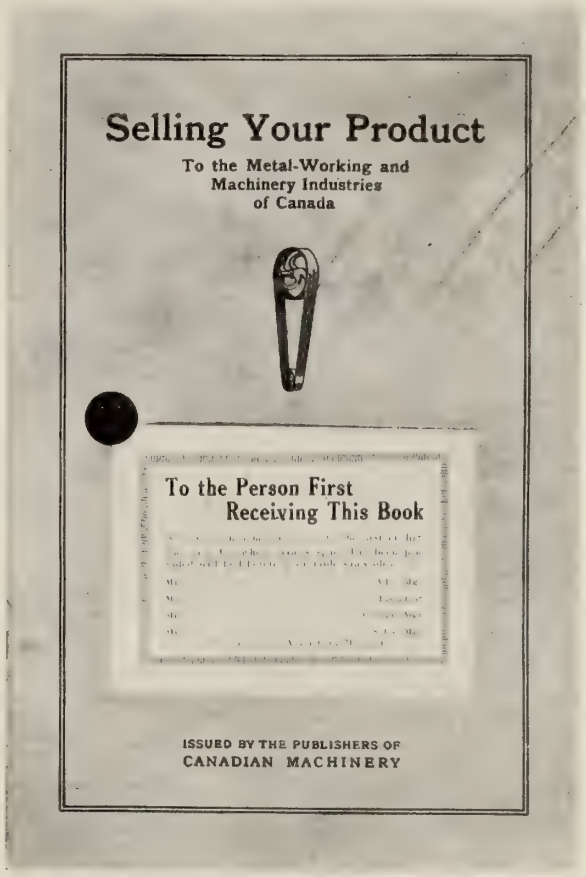


The proof slip and envelope are by C. Neill, and the card and label by E. Morgan, of Stovel Co., Ltd. All were printed in two colors, and showed careful selection.

Several other designs by these two compositors are reproduced and are quite the reverse of the ones above mentioned by reason of their simple arrangement.

Samples of letter heads from this firm, bound in booklet form, display some refined ideas of composition, set entirely in Cheltenham Old Style.

Thos. W. Wade, Sherbrooke, Que.—Your letter head for the Eastern Townships Immigration Society is exceedingly well handled considering the amount of copy you had to deal with. We think, however, had you left out the ornament and rule panel the design would have been condensed so as to leave more space for letter writing. If you will just observe, the amount of white space between the main line and body is greater than the margin at the head, and this would have been corrected by the changes mentioned above.



This illustration shows a clever idea, viz.: The attachment, by seal, of a slip directing "the person first receiving this book" to fill in the names of the advertising manager, the president, the general manager, and sales manager, and to start the book on its rounds.

The cover stock of the book was buff, the seal red, and the slip a light blue. The contrasting colors of the seal and slip have an attention-compelling quality that cannot be resisted.

The booklet has been issued by *Canadian Machinery*, and is to be commended for its all-round excellence. Its contents consist of very full and convincing statements concerning *Canadian Machinery*, particulars desired or required by the prospective space-buyer, and many fac-simile testimonials from prominent advertisers. Every publication should publish, for select distribution, a definitive booklet of this type.

Several other jobs you have submitted would be greatly improved by the use of less space between words where

wedding text has been used. This point of close spacing should apply to Old English or similar letters.

R. J. McDougall, Editor and Manager of the Penticton *Herald*, B.C.—The poster for King & Co. you have sent in for review is remarkably well laid out and illustrated to



Several of W. A. Dunlop's designs. (Read comment on these and other specimens.)

give value to the advertising of each department of a retail store, and we have no doubt that this monthly poster produces results for the store that has it published. You are particularly fortunate in being able to handle this class of work largely on your linotype, as in that way it more



Cover of book of proofs being sent out by the *Gazette* Printing Company, of Montreal, and showing examples of their work in a variety of style—zinc, duotone, three and four-color process work; showing also the ability of this firm to do fine printing and designing.

than ever helps to make it a paying proposition for yourself and customer.

We thank you for your appreciative words about our Review Department and hope we will have the opportunity of reviewing more of your work in the future.

From W. A. Dunlop, Forest, Ont., we have received a package of specimens of regular commercial work. While most of the heads are neat and well balanced, there is a tendency to use too many type faces. More care in margins on several of the tickets would have greatly improved them. It is just the numerous little points, so often overlooked, that when worked together make a pleasing job. One of the defects we notice in many compositors' work is the wide space in using text letters and excessive letter space in one or two lines of type in a design.

Several of Mr. Dunlop's designs are reproduced, and while there are slight defects, on a whole, they are very simple and pleasing in tone.

The Gazette Printing Co., Montreal.—From this company has been received a very fine publication called "Proof," the cover design of which is shown on this page. The contents consists of some recent examples of designing, engraving and printing in two or more colors. The publication is elaborate in its treatment and excellently produced. The typography, press work and color scheme are very



Fine treatment of a large amount of matter by the Penticton, B.C., *Herald*. (See note).

superior; and the illustrations in color attractive and convincing examples of the ability of the Gazette Printing Company to do the highest class of work worthily. The completeness of the publication, its richness and the envelope with its striking label must impress favorably every recipient of "Proof," and go far towards persuading him to use the services of this completely equipped printing establishment.

Southern B.C. Press Association

THE Southern B.C. Section of the British Columbia Division of the Canadian Press Association in session last month at Penticton, elected officers as follows: President, R. J. McDougall, Penticton *Herald;* first vice-president, W. B. Wilcox, Trail *News;* second vice-president, C. F. Hayes, Criston *Review;* secretary-treasurer, T. A. Love, Grand Forks *Gazette.*

HIT not from one task to another; keep the stone clear; enthuse not one day and grouch the next; stick to the work that gives the greatest satisfaction to the worker; concentrate on turning out the product in which the worker has the greatest faith.

Advertising Christmas Menus

MANY hotels and restaurants will prepare special menus for Christmas, New Year's and New Year's eve, and if publishers will solicit proprietors to advertise these menus, they can get business.

Last year several daily newspapers in Canada published special menus, and so obtained some unusual revenue and rendered the public a service at the same time.

Christmas Suggestions

ANOTHER suggestion for Christmas and New Years is to go to the local merchants and get each of them to publish a Christmas or New Year's greeting in uniform spaces—brief, cordial greetings, free from advertising savor. This proposal properly presented will certainly get quick results, for trade this December will be good.

With January comes a demand for office supplies. Here, then, is a chance to get extra business from stationers, office fitters, etc. "The Complete Office" is a suggestion for a heading.

"Left-overs and Lonelies" suggests a theme—the unsold stock that every merchant will have after Christmas Day. Arrange to have all such stock "featured" the day after Christmas—at greatly reduced prices.

"Getting Ready for Spring" is another suggestion — perhaps a page or two addressed specifically to the farmers and relating to implements, building, soil treatment, etc. This is for January.

Farm sales will be many in January. It may be possible to get up a page of farm sale advertising.

And so on.

Ideas for Printers

NEARLY every man likes to have a calendar for the year of a size to go in his pocket book, or ticket case. If some printer will get up a pocket calendar of this type he ought to be able to sell numerous thousands to local firms, carrying their advertisement, for their complimentary distribution among customers.

Between now and Christmas, printers ought to call on all retailers to ascertain what merchandise they carry suitable as Christmas gifts; and then to return later with a definite suggestion, illustrated by a dummy, that each of these firms should issue a small card or folder listing the lines carried suitable as gifts. These items can in some cases be grouped or classified as follows: Gifts for Old People; Gifts for Children; Gifts at 50 Cents and Less; Gifts at $1.00 and Less; Gifts for a Man; and so on. Many an order can be secured if this idea be worked intelligently and with enthusiasm.

Greeting Cards

IF PRINTERS will go to manufacturers and retailers, and other classes of businesses, and suggests, with a dummy, a Christmas or New Year's card they will go home with some orders. This year, because business is good, and spirits likewise, many a firm will view with favor the proposal to send out to customers a greeting. But the proposal, by the printer, must be made concrete—with a carefully prepared dummy—probably in more than one color. Do not forget the envelope. If need be, get samples of cards and envelopes from your jobbing house so as to make sure that what you submit can be properly covered.

No need to say more to the printer with initiative.

Ten Reasons for a Cost System

FIRST: If salesmen who are at liberty to make their own estimates know that an accurate cost system is kept and that each sale they make either stands on the books in their favor or against them, if they value their position, they will be careful of the prices they make.

Second: Where the employees in a factory know their time is accurately kept on each piece of work they handle there will not be "soldiering" among them for any length of time. They know they must either produce on average amount of work or make room for men who will. By an accurate cost system the superintendent is enabled to weed out the non-productive help and bring his plant up to the proper standard of efficiency.

Third: A carefully kept cost system will determine the profits on each machine in the house and make it possible to replace a non-producer with a money-maker.

Fourth: A record of each transaction will prevent a repetition of losses which could in no other way be discovered.

Fifth: A record sometimes discloses the fact that the cost of paper or bindery stock is out of proportion with the cost of labor and suggests a remedy in the next order by substituting, with the customer's consent, a cheaper material answering the purpose admirably.

Sixth: In figuring on records it is sometimes good policy to place the record of a former order before the customer and convince him that your profits thereon were legitimate. This has the tendency of creating confidence in the house and often forestals the peddling habit on future orders.

Seventh: If each department of the plant were charged up with the rent of its share of floor space the head of that department would get busy and rearrange his department with the object of cutting down the expense and possibly increasing its efficiency.

Eighth: It places a house on a par with other reputable concerns in determining the cost of all classes of work from a visiting card to a book.

Ninth: The knowledge that your prices are right will do more than any other thing toward stiffening your back when going after business. Without a cost system you have not this knowledge; your customer has the advantage and makes good use of it.

Tenth: If you can show your banker that you keep an accurate set of books and a complete cost system, his confidence in the house will be strengthened and your future made more secure.—Montreal *Printing Trade News.*

Working for More Than Wages

IT SHOULD be set down as a fundamental that any master printer is entitled to actual wages for his work. They should be charged against the regular shop account just as a compositor's wages are charged. This does not constitute money making for the printer. It is merely day's pay for day's work, such as he would get were he the employee of another.

It is after this charge is taken care of that the real question of making money comes in. And this money making has two sides—it should care for depreciation and for interest on the investment.

It is the interest on the investment and the "going business" value of the concern which constitutes true money making, though this point is often befogged, apparently, in the minds of printers. A little clear thinking should settle the matter. It stands to reason that if a printer is going to get nothing but wages for running his own plant he had better throw off the worry, go out of business and work for some other man.—*The Machine Compositor.*

Reporting the U.S. Presidential Election

IN CONNECTION with the American Presidential elections last month, and because of the prolonged uncertainty concerning the result, operators and correspondents identified with the news gathering and distributing agencies in numerous instances remained on duty forty-eight hours, and in some cases longer.

The delay in getting final figures was due to the difficulty of getting returns from voting centres not easily accessible. Some sections in California, for example, had to send returns in through Nevada, since the only lines of communication run through the Sage Brush State. In the northern portion of California are counties not easily reached by railroad, and steamer service had to be depended on. Some towns and lumber camps are connected with the outer world only by logging roads. In New Mexico there are whole counties in which there is not a foot of railway. In the eastern mountainous portions of California stage coaches had to be used to carry results to telegraphic stations.

In the New York *World* office, where there are employed ordinarily 235 men in the composing room, 300 men were required to handle the work. The New York *American* sent out returns to 7,000 wireless telephone operators within a radius of 200 miles of New York.

The sales of the New York *American* were 1,077,654 copies on the Wednesday following Tuesday's election, and 1,027,779 copies of its Thursday issue—exceeding a million copies for the first time in its history. The Albany (N.Y.) *Knickerbocker* flashed returns for miles around by means of the largest searchlight in the world—this according to a code previously published. The light used is five feet in diameter, and under favorable weather conditions its beam carries 100 miles. One paper conveyed the news by the city's street lights—a system of signals having been arranged with the consent of the city and the local lighting company.

In New York only the *Evening Post* safeguarded itself against the error that the press of the United States generally fell into, namely, the announcement of Hughes's election as President. The *Evening Post* was cautious, conceding the probable election of Hughes, but going no further.

German Editor and an Irish Ally Talk Foolishly

CHARGES that the British Government was using the Canadian supply of white paper as a leverage to influence American newspapers were made by Bernard Ridder, editor of the New York *Staats Zeitung*, at a Clan-na-Gael meeting held in Philadelphia.

Jeremiah O'Leary made charges that the British Government, through Lord Northcliffe, had secured control of eighteen leading newspapers of the United States for the purpose of expounding British interests.

O'Leary said: "I am going to state publicly to-night who these newspapers are. They begin with the New York *Times*, the Philadelphia *Ledger*, the Washington *Times*. the Atlanta *Constitution*, the New Orleans *Times-Picayune*, the St. Louis *Republic*, the Louisville *Courier*, the Chicago *Journal*, and the Chicago *Herald*, the Detroit *Free Press*, and the Boston *Post*.

"They also grabbed one in Buffalo, Seattle and another in Los Angeles, Denver and Brooklyn. I refer, of course, to the Brooklyn *Eagle*. I almost forgot the Providence *Journal*, the Springfield *Republican*, and the Hartford *Courant*, the Philadelphia *North American*, the New York *World*, the Chicago *Tribune*, the Washington *Post*, and the Cincinnati *Enquirer*."

To use an expression that has become somewhat antiquated but which is expressive, both Ridder and O'Leary talked through their hat. The Canadian publisher has not been receiving any price advantage from the British Government that he knows of; and Lord Northcliffe keeps far away from the properties he is declared to control.

The N. Y. *Christian Herald* Pro-German

DEFINITE accusations are being made against the New York *Christian Herald*, that it is pro-German. This well-known religious publication has for some time been publishing material which has given much offence to people on this side of the line.

Two counts in *The Herald's* indictment are as follows: (1) That the Allies are guilty of hypocrisy in posing as the protectors of the smaller people, and (2) that if Greece had resisted she would have been a second Belgium. By his adoption of this attitude the editor stands almost alone in United States religious journalism.

Canada Bars Hearst's Magazine

CIRCULATION of the December issue of *Hearst's Magazine* in Canada has been prohibited by the Canadian Government on account of an article on the recent Irish rebellion by Charles Edward Russell.

Foreign Newspaper Debarred From Canadian Mail

THE Post Office Department at Ottawa has issued a list of foreign publications which are hereafter refused the privilege of the mails under the War Measures Act. The list is as follows: *Novy Mir, Russkoye Slovo, Abendpost, Albayan, Amerika Magyar Nepszava, American Independent, the Buffalo, Demokrat, Der Deutsche Lutherant, Der Deutsches Journal, Fatherland,* the *Forward* (*Vorwarts*), *Gaelic American,* the *Germania Herold, Germania Ghadr* (*Mutiny*), *Irish World,* the *International,* the Illinois *Staats Zeitung, Irish Voice, Issues and Events, Josephinum Weekly, Lincoln Freie Presse,* Milwaukee *Sonntags-Post, New Yorker Staats Zeitung, New Yorker Herold, New Yorker Revue, Narodni List, Ohio Waizenfreund, People's Post, Szabadsag Liberty Svoboda, Tagliche Volkszeitung, Vital Issue, War, the Wochentliche Volkszeitung.*

Electrotyping History

VOLTA invented the voltaic battery away back in 1799, but for forty years his invention lay idle and unappreciated. In 1838 electrotype plates were made for printing purposes, but this work was on a very small scale. Joseph A. Adams made experiments in the manufacture, as well as the use of electrotypes, but although the Harpers took hold of the project it was not much of a success. John W. Wilcox, of Boston, saw great possibilities for the electrotyping industry some fifty years after Volta's discovery, and he entered the business for profit. The electroplating dynamo was invented in 1872, cutting down plating time from three or four days to as many hours. This time has since been cut to less than two hours. Lead molding is now becoming quite common.

The Costs and Revenues of a Country Weekly

Something, Too, for the Job Printer in a Country Town—The Costs as Figured Over by One Man in a Three Year Experience—The Value of Co-operation and a Cost System

By R. G. LEE

CONFINING myself solely to my own experience of three years in conducting a country newspaper and job shop with a cost system, I find that special emphasis should be laid on the fact that it is the newspaper which needs attention more than the job printing department. Our cost system has shown us, among many other things:

That a creditable six-column quarto, four pages home print and four pages printed service, costs $2,967.87 for fifty-two issues or an average cost of $57.08 per issue. These figures are actual net cost without profit added and do not include any charge for time spent in editorial work, all charges being for mechanical work and purchase items. If the biggest job which goes through your shop is to pay you on the basis of your other work, to these figures should be added a profit of 25 per cent., and at least $15 per week as editor's salary. These additions change the figures just given to $4,489.84 for the yearly total, or $84.34 for each issue.

WHAT A WEEKLY NEWSPAPER SHOULD PRODUCE IN MONEY

The newspaper revenues should equal these sums. If they do not you are just swapping dollars with the community for the privilege of serving it as editor and publisher.

It is my opinion that in most instances a cost system will show the country publisher that he is not only sacrificing his profit on the newspaper, but is also losing real money. Display advertising at ten cents an inch, even though the whole newspaper be filled with it, will not go far toward swelling the revenues to the required amount. Paid locals and legals must be carried in abundance if there is no deficit. And this question naturally arises, should the profitable legal and paid local be the "goat" so that you can sell to the display advertiser space for less than it costs? My answer to that question is an emphatic "No." It is easy to figure a proper rate for display advertising and why use a below cost rate as a bribe to somebody to use this form of publicity? At three times a 10-cent rate, the newspaper gives an advertiser the best and most economical form of publicity that can be obtained. Cheaper than the boy-distributed handbill or mail-delivered circular.

SOME COST AND OTHER THINGS

Here are some facts and figures for your consideration:

The average cost of composition for ads. of all kinds is 8.6 cents per inch.

The composition cost for retail store and other ads. with display prices and body matter in eight and ten-point averages 10.3 cents per inch.

Ads. running light on composition cost 6.4 cents an inch to set.

The "white inch" (or the space in which to put the ad. after it is set), figured on a basis of one-half the space in four home-print pages, costs 19 cents per inch. Calculated on the peak load basis used by electric light and power companies and based on figures from our own records, the "white inch" costs as high as $1.42 an inch for a one-time ad. and down to 22 cents for a 26-time ad.

The yearly subscription sold for $1, $1.25 or $1.50 costs about $4.50 and that the advertiser must pay the deficit from this source. Thus the better you make your newspaper the more it costs you and the publisher alone bears the burden of quality.

Few towns of 3,000 or less have patronage enough to properly support more than one newspaper and printing plant.

The cylinder press in which $800 to $1,600 is invested costs from $2.50 to $5 for every hour that it is used. The explanation is "idle time." Most country publishers could more profitably use a Washington hand press for all the work they have for a cylinder press. An automobile would be a better investment, for it could be used more than ten hours a month.

The sale bill or circular used by many merchants is a source of loss to most printers. Few printers are getting what these jobs are worth and most of them are being sold at 25 to 50 per cent. below cost of production.

The job requiring colored ink causes an additional charge, averaging about 50 cents for press wash-up. Jobs in mind are one-color work. For two or more colors this charge is necessary for each color, as well as the additional running time.

The bindery hour cost in the country shop will run as high as $1.

Most country shops are over-equipped with machinery—two job presses when one is not kept running at its capacity.

Efficiency is promoted, among employees as well as with the "boss," by the cost system. Wasted time is avoided; non-productive operations are shortened. It makes a difference when your whole day's work is recorded on a time ticket.

Many small leaks of time and material are stopped and your attention called to the fact that they are in reality big leaks when considered in a monthly or yearly total.

WHAT IS DUE THE PUBLISHER

Your community is not going to rise as a single man and help you to put your business on a properly profitable basis. Quite the contrary. If you raise prices they will more likely call you "robber." If you stiffen your backbone and intimate that you are of just as much importance as the banker, lawyer, doctor or merchant and nervily declare that you intend hereafter to be paid on that basis they will probably call you "fool." But never mind that; you have got it all coming and then some. Haven't you, for time beyond all recollection of the oldest inhabitant, been running your business in a hit-and-miss, haphazard manner, not calculated to bring you either admiration or respect for your business ability? No wonder your fellow townsmen think you do not know enough to adopt or apply modern business methods. However, there is just one thing to do. Make your stand for proper compensation for your brains and energy and the money you have invested. You are just as important as the banker, doctor, lawyer or merchant. If your com-

munity grants you your proper place without a struggle, you are fortunate in living among big, broad-minded men who believe in the practice of "live and let live." If not, then "sit tight." Right will prevail and the battle will be more quickly won if you are not shaken in your determination.

ADVERTISING RATES SHOULD BE RAISED

Advertising rates quoted by the general run of country publishers are far too low, when one figures the cost of production, plus the circulation multiplied by three.

Take, for example, the rate card of the Free Press Publishing Company. Here is a country newspaper with an advertised circulation of 2,876 copies weekly, which, figuring that each copy is read by three persons, gives to its advertisers an actual distribution of 8,628 fifty-two times a year. Yet the *Free Press* asks but 15 cents for set display and 12½ cents for electros. Evidently this paper is handled by those who have no idea of the cost of production or the value of their circulation to advertisers.

Taking it that the rate card given is intended for foreign advertisers, the *Free Press* is giving away advertising space every issue. Fifteen cents an inch is little enough for a paper of 1,000 or less circulation to ask and when a paper with a circulation close to the 3,000 mark quotes such a rate it is laughable.

WHAT THE RATIO SHOULD BE

Where can one find the foreign advertiser who can place one thousand circulars in the same number of country homes at the cost of the same amount of space in the country paper? Where can one find the foreign advertiser who will claim 1,000 actual circulation for the same number of mailings? Where can one find the foreign advertiser who is not prepared to admit that from 1,000 mailings he is delighted with a ten per cent. return and satisfied with seven? In no place in the United States, Canada, Mexico or south of the Canal. Advertisers know better. They also know that the country publisher is a dead ringer for E. Z. Mark and proceed to work him accordingly.

A country weekly with the circulation claimed by the *Free Press* should have a flat rate of not less than 35 cents an inch with 7 cents an inch added when composition is necessary. This flat rate for foreign advertisers. Local rates should slide from 50 cents an inch down to 30 cents an inch, with composition, at 7 cents an inch, to be added.

Local readers, which are considered by many advertisers preferable to display space, should take a decidedly higher rate in proportion. For a paper with 3,000 circulation, or approximately that number, a rate of 15 cents a line for first insertion and ten cents a line for following insertions, is not too low. Black or bold face readers, add fifty per cent. This is figuring upon an eight point basis or nine lines to the inch, set solid.

IN PRAISE OF THE COUNTRY WEEKLY

The country weekly, ably edited, properly printed, with its items of the home folk and their doings, is the finest advertising medium in existence to-day. Such a paper is a part of the family circle. It is as eagerly looked for each week as is the arrival of a new member of the family. It is read by everyone from Grandpa down to the boy or girly just learning the alphabet. Father reads it, mother reads it, daughter reads it, son reads it. All find something of interest to hold their attention. It is never cast aside until every line has been carefully gone over; in many cases it is filed away for future reference. Will a circular, booklet or pamphlet receive this careful going over? Nay. Nine times out of ten such a piece of advertising matter is given the "once over" and thrown to the four winds almost as soon as taken from the rural mail box. Not so with the weekly paper, however, that is carefully carried to the house and placed in a safe place until the family gather together in the evening about the centre table, when it is brought forth to be read by each and every member.

The country weekly is a power to be considered. The sooner the country publisher realizes this fact and charges for his work accordingly, the sooner will he be in a position to lay aside the monthly percentage for the rainy day.

The advertiser knows the possibilities of the weekly for reaching prospective buyers and he also knows the easy-going tendencies of the majority of country publishers. Business is business. If the advertiser can get for 15 cents what is worth 30 cents, that's his business—but it is not business for the publisher. It's ruination.

Make an advertising rate that represents the true value of the space you have to sell, and stick to it.—*The Pacific Printer.*

Hilaire Belloc

NOVELIST, essayist, satirist, historian, and politician, Mr. Belloc was—owing to his military experience in the French army—a good deal older than other average undergraduates when he matriculated at Balliol College, Oxford, whence he departed with a first-class in history to his credit, to dazzle and delight the literary world. Alike as talker and as writer he is brilliant and arrogant even to insolence. One would not say that he is given to rating himself more highly than are certain other brilliant, and still young, men—he is forty-six years of age—in English politics-literary society. For in that society humility is not superabundant. But he is certainly more prone than most of his compeers to showing the high opinion in which he holds himself.

In politics he has not been a stupendous success. When, in 1906, he entered the House of Commons, he might have gone almost anywhere if only he had not been so contemptuous of mediocrity. That contempt of the mediocre is a sure passport to disfavor in any walk of life—for are not most of us, at best, but mediocrities?—but in political life, if exhibited, it is fatal. For among politicians, in especial, does mediocrity flourish like a green bay-tree. In fact, the successful politician is often a man with a positive genius for being mediocre.

In addition, Mr. Belloc early became obsessed with the idea that British politics are corrupt, and, as is his fashion, he did not scruple to say so. He said it often; he said it at length; and he said it on the most inconvenient occasions. Such a man obviously was not up to the Cabinet standard. In fact, he shortly became unpopular equally with those who were in, and with those who wished to be in, office. Finally, after some five years of it, he shook the dust of the House of Commons from off his feet—"the dirtiest society he had ever mixed in" is a phrase from his Westminster swan-song.—"Politicus" in the Toronto *Daily Star.*

Favors Sunday Papers

OLIVER J. WILCOX, M.P. for North Essex, has announced that he will father an amendment to the Lord's Day Act to permit the distribution and sale of American Sunday newspapers in Ontario. While no Parliamentary action can be taken until the New Year, the Alliance will be asked not to force prosecutions until the matter has been acted upon.

There are other clauses of the Act that may be considered: for instance, golf playing is allowed on Sunday because it is termed a "quiet" game, while lawn tennis and other similar games are banned.

Pointed & Pointless

BY SIX-POINT BILL

WHAT'S in a name? There's a lot when you cannot make out the signature. I have injured one eye and the other is slightly askew, figuring out signatures. As a diversion, behind a good cigar, solving puzzles is a fine brain test, but in ordinary business life it is likely to transform a saint into a sinner. It has been my privilege to examine "the marks" of certain chiefs of certain Indian tribes affixed to treaties made with his Britannic Majesty as "party of the second part," and I want to say here that it was easier to make out the mark of the Indian than it was to make out the signatures of some white men. For instance, it was easy to figure out the form of a woodchuck or a wolf that had lost several meal tickets. Honest Joe Rymal said of a map of Centre Huron in the House of Commons that it was unlike anything in the Heavens above, the earth beneath or the waters under the earth, and the same description would, with no divorce proceedings from truth, describe very well the marks at the bottom of many letters. The necessary signature to the Speech from The Throne, as written by a famous statesman, started with a capital "O" and then trailed out much as a small boy would illustrate smoke coming from the stack of the locomotive pulling the Imperial Limited up a stiff grade. These are the days of efficiency. Those who talk most about getting a hundred per cent. of effort for a hundred cents, should have a friendly feeling for the other fellow. As good a way as any to overcome this condition of affairs would be to instruct stenographers to "spell out" the writer's name in the lower left-hand corner of a letter instead of just the initials as is now "the vogue."

• • •

Here's one: Cheer up: What's the use? One hearty smile is worth a carload of mustard plasters. Some years back a certain newspaper had trouble with its hand compositors and secured a motley crew to take the places of the men who "ceased work." The editors, reporters, foreman and proof-readers wore the worried look. The war map of the present unpleasantness in Europe is the best illustration of the condition of the galley proofs as they came from the poor proof-reader. To get to the end of this true story, the National Rifle Association was holding its annual meet. One of the intelligent substitutes for the intelligent printer "took a take" of flimsy from the hook and proceeded to his frame. Passing the assistant night foreman, he remarked: "There is a lot of Petes shooting, Harry. And the fool of a reporter has written them Pte., what will I do?" "Spell them out," said Harry, who was somewhat of a wag. The intelligent piled up his take and spelled out the abbreviation Pte. and made it "Pete." "Fired." of course he was "fired."

* * *

Charlie Creighton, of Stephenson, Blake & Co., Toronto pointed out to yours truly one of those little things that bulk large in the press-room. The reams in paper bundles are separated by a narrow slip of colored paper, and this frequently slips into the form and distributer rollers of the press when it is fed automatically. The result is the loss of a sheet or two of paper, to say nothing about having to stop the press and pick the marker from plate and rollers. This loss of time and waste of paper will easily total in one single instance at least 25 cents. If this marker were six or eight inches in length, a couple of inches could be folded down on the outside of the bundle, and the pressman would have a fair chance. Now, which paper house or mill will be the first to remove this loss and annoyance to the printer.

* * *

Mr. Creighton offers another good suggestion, or more correctly asks a question: Why is it that paper is folded in quires or bundles of 24 sheets? I cannot answer the question. Particularly is this followed by the mills in colored poster stock. The practice could be stopped with profit to all concerned. It interferes with profitable cutting of poster or any other stock.

* * *

If the country is ever to cut much of a figure in what may be called manufactures, boards of research must be established, and the cost paid for by the people at large. By that it is meant that the government should take hold. Take dyes, for instance, such as are used in printing inks. Since the war stopped Germany's exports, what has Canada done to get her share of the dye market? To be sure, private enterprise has done something. While we are fighting Germany for her military policy in world affairs, still we can learn something from her in the matter of co-operation. The wonder is that Canadian manufacturers have done so well under our miss-and-hit system. What the country wants is real expert chemical research, so that all may benefit, workmen as well as others. The Government would receive adequate revenue from the increased consumption of needs of the people.



JOCK IMRIE

* * *

The other day I was shot up to the ninth story of the Excelsior Life Building, Toronto, by the elevator and the elevator man. My object was to bid John Imrie a welcome back to our city. Ye ken Jock has been away for a couple of years getting himself together. And I had heard that the sawbones had to take him apart so as they could get him together again, which is not a paradox. I've known him since he was a wee bit laddie. The late John Imrie, John's father, was an elder in the kirk where I worshipped for many years, and it does not seem so many years agone that Elder John Imrie led his bairns to kirk each Sabbath, and skilfully placed them so that they would not cause the minister to "lose his lines" while delivering his sermon. That is not what I wanted to say, but I've said it. The year 1913 will live long in the minds of newspaper men. The advertisers, after that Aug. 4, got a panic. And to tell the plain gospel, others beside advertisers were troubled with stampede, and not a few were newspaper owners. John Imrie was secretary, and Wm. O'Beirne, of Stratford, was president of the C.P.A. It's a matter of history now; these two men were physical wrecks from the hard work. All wounds are not inflicted in the trenches. "Billy" O'Beirne has not completely recovered, but I'm glad to know, as will all others of the C.P.A., that he is mending. Johnny Imrie is himself again—and more than that. Bit by bit the doctors got him together, and he repaired to Fergus, Ont., where the inhabitants indulge in the lighter Caledonian games, such as tossing the caber, hurling the 56-lb. stane, throwing the 16-lb. hammer half a mile, where the schoolboys play with 9-lb. quoits, where all take a fling at the Hielan' fling, keep Jock Wilson's oatmeal busy, talk thee-ology with the meenister, and other diversions. I didn't think they could make such a good job of Johnny Imrie. He's a real Hielan' now, and weighs that way I should say about 15 stone. This is not a free ad. for Fergus as a health resort. Mr. Imrie asked me if I would have known him. I candidly admitted that I would not. And he informed me that there "were others." I just want to say here that the Canadian Press Association is growing and growing fast.

World-Wide Paper Famine

WHY, YOU ask, is more paper consumed than formerly? This question you can answer as readily as I. The fact is that people are busy, and paper consumption always increases with increased business.

It may occur to you to inquire why at the prices now offered the mills are not producing and marketing more paper and relieving the situation with the presses. They are not doing so simply because it is a physical impossibility, the impression of some to the contrary notwithstanding. I believe I am perfectly safe in saying that no industry has ever tried harder to supply the market demand than the paper manufacturers are now trying, and I think the figures will bear me out in the statement that this effort has not only been an earnest one, but likewise an efficient one.

Not only during the greater part of last year, but throughout a long period previously, the productive capacity of the American mills exceeded the market requirements. There was not only idle equipment in the mills, but, there being no necessity for forcing production, some mills apparently acquired the habit of loafing. They were not getting out their maximum capacity because nobody wanted it.

With the increased demand the mills not only put all their equipment into operation, but have brought it all to the highest possible state of efficiency, and have likewise managed to get the best possible results out of the operation, which is shown by the increased tonnage put on the market, in spite of the fact that no new mills were constructed or new machines added within the period considered; in other words, the increased production was gotten out of the old equipment with considerable money expended in adding to its efficiency.

It is beyond the limits of human expectation to accomplish more in the direction of increased production for the time being than has already been accomplished, which is fully demonstrated by the reports made to the Bureau of Statistics. At the beginning of the last mentioned fiscal year the book paper mills in the United States were losing on the average about sixteen per cent. of their time. In estimating this percentage we do not consider the time which is unavoidably lost on account of the interruption incident to regular and normal manufacture, such as changing orders, changing wires and felts, time lost by paper breaking on the machines, and other items of that character. The sixteen per cent. which we figure lost was the actual time which the mills might have been operated instead of what they were operated had they been supplied with business.

About the first of September of last year the demand began to increase and so continued up to the present time. The mills at the same time of course increased their operations with the demand until the maximum was reached, since which time there has been no falling back that could be avoided. Since the first of March of the current year the book paper mills in the east have run 97 per cent. of the time continuously.

Not only has the record so far as time is concerned been excellent. but the tonnage produced indicates the efficiency of equipment and management. The mills in previous years, when demand was slack, had not been able to demonstrate what they could actually do when forced. The ratings, therefore, have proven to have been low, but in spite of some revisions of ratings the average production throughout the last seven months has been above 100 per cent. of the ratings of all the mills, and this in spite also of the further fact that some of the western mills, those at Kalamazoo, Mich., were seriously interrupted through floods and strikes.—From an address by Judge Moore, Secretary Bureau of Statistics, Book Paper Manufacturers' Association of United States.

The Price of Newsprint

A. J. MCINTYRE, paper expert of the American Newspapers Publishers' Association, says that during the past six months prices of newsprint have been artificially inflated, and that the percentage of increased price now being demanded is not warranted by manufacturing costs, by at least half a cent a pound.

Manufacturers' own figures as supplied to the Federal Trade Commission of the United States show that the average cost of manufacture of newsprint in domestic mills was $1.65 per hundred pounds, or $33 per ton, during the first half of 1916. It is generally claimed in the trade that costs in the future will increase particularly on account of the scarcity of labor in Canadian woods.

The quantity of newsprint paper imported by the United States, chiefly from Canada, equalled about one-third of the domestic production, and showed a great increase in the first half of 1916.

As there was a large increase in production and imports, accompanied by a decline in stocks, while there was only a small tonnage exported, it is evident that there was a decided increase in consumption during the first half of 1916. This increase is explained by the fact that the number of pages of the larger newspapers have been very generally increased on account of large increases in advertising and news matter.

That the papermakers are making exceptional profits is indicated by the high prices of their shares on stock exchanges.

Japan to Make Newsprint

JAMES A. EMERY, general counsel of the National Association of Manufacturers, is authority for the statement that Japanese business men are ready to sell white paper in the United States at a lower price than that asked by American and Canadian papermakers. The statement was made at the fifteenth annual convention of the National Machine Tool Builders' Association..

Mr. Emery stated that he had met a delegation of Japanese in California and they had told him of their plans. He had thought at first that they had obtained their pulp from the forests of Manchuria, but inquiry developed the fact that they had bought their logs in Canada, had converted it into paper in Japan, and then brought the paper back to this country.

A report from Chicago received during the week stated that Tatsuze Fujita, representing a combination of Japanese paper interests, was negotiating for 65,000 tons of wood pulp to be shipped to Japan.

Paper Mill to be Erected in Winnipeg

NEGOTIATIONS, it is said, are under way which will likely result in the establishment of a paper mill within the limits of the city of Winnipeg. J. D. McArthur, lumberman, merchant, railway builder, and owner, is the man behind.

The proposed mill is to have a capacity of 50 tons a day, and will give employment, it is expected, to about 500 hands. There are great areas of suitable timber in northern Manitoba, which can be brought to the city, largely by water, and the establishment of such a mill will do much towards the development of the north. It is the intention to commence with the manufacture of only newsprint and

building paper and also the conversion of waste paper into wrapping paper.

As the city has ample power for present purposes and ample reserves for future supplies, it is not anticipated there will be any difficulty in this respect, and the construction of the greater Winnipeg water district aqueduct sets at rest any doubts as to the stability of the city's water supply.

The opening of a paper mill, it is claimed, will provide a market for farmers who are clearing their lands. Much of the wood so cleared now is burned at a great economic loss. They will be able to sell this wood to the mill and so provide themselves with an income while clearing the land.

Advocating Economic Madness

IN SOME of the editorial comment by Canadian newspapers on the newsprint situation there is a sinister note. It is urged upon Canadian manufacturers that the home consumers must be protected *at the expense of the "foreigner,"* who will be compelled to pay whatever price is fixed, thus assuring the profits of the manufacturers and permitting them to serve Canadian paper at a nominal profit.

It does not often happen that our Canadian neighbors refer to us as "foreigners." Nor are they in the habit of considering their own economic interests as divorced from ours. The border line, as a matter of fact, does not divide the two peoples on economic questions. We are all Americans, with ideals in common, travelling the same paths of progress and enlightenment. We are the most congenial national neighbors the world has even known.

Our Canadian friends, as proud of their Americanism as we are proud of ours, should realize that any economic policy aimed to help themselves at the expense of those of us living south of their border can carry nothing but evil in its train. Whatever price-advantages our Canadian neighbors should enjoy in buying newsprint should be due to smaller freight charges, not to actual price discrimination.

Canadian publishers are urging their Government to fix a price for newsprint. If the manufacturers refuse to sell at the price so fixed, they threaten an embargo on exports. Carried through this policy would constitute an economic crime. It would, under present conditions, paralyze one of Canada's chief industries; it would result in disaster to many papers in the United States; it would keep United States capital out of Canada for a generation.

Of course this policy will not be adopted—but it should never have been suggested.—The New York *Editor and Publisher.*

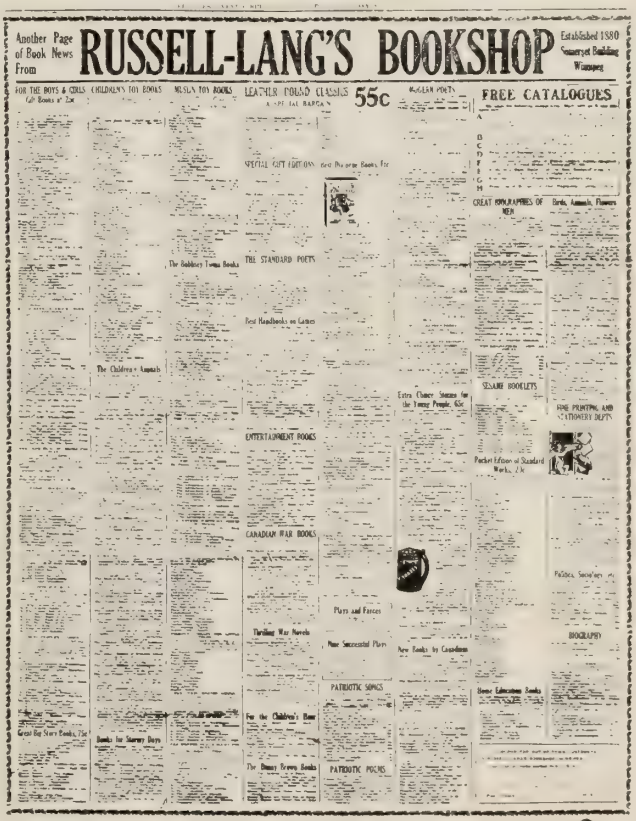
Paper in Russia

JUST 50 years ago the paper industry was established in the Ural district of Russia. It appears that the first paper mill was started by an Englishman, named I. E. Yates, in the district of Krasnouphim. The factory started with 50 hands and an annual production of 50,000 poods of paper. Then in 1892 Yates built a second paper factory, this time in the Kamuishloff district, in the government of Perm, and in 1902 he built yet a third in the Tyumen district of the Tobolsk government. The latter two factories employ 600 hands, and produce about 250,000 poods of paper in the year.

WE KEENLY appreciate your valuable publication and would be sorry to miss its companionship and service.

LEONARD D'ALBERTANSON,
Publisher, the Chauvin (Alta.), *Chronicle.*

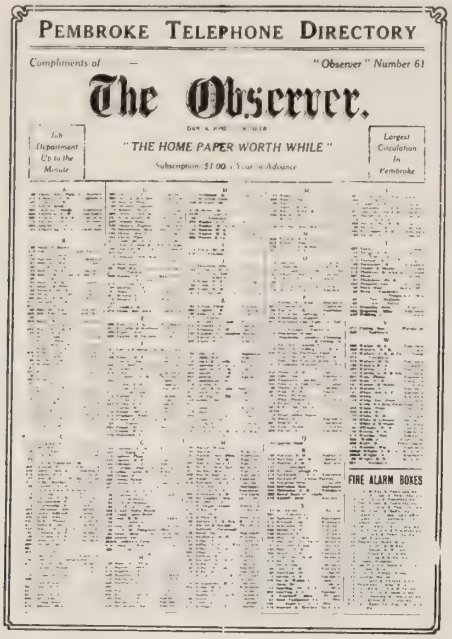




This 2-page book advertisement is believed to be the largest ad vertisement of its kind ever published in Canada. It appeared in the Winnipeg *Free Press* in its issue of November 1. The *Free Press* has a very good book page, greatly appreciated by its readers, and also by advertisers.

Must Advertise in Canadian Mediums

THE Dominion Royal Commission in session in Canada, was told a few truths by F. C. T. O'Hara, Deputy Minister of Trade and Commerce of the Dominion. Mr. O'Hara pointed out that "floods of American advertising" and persuasive American salesmen are the chief elements in the success of the United States manufacturer in securing Canadian business. He further pointed out that the British do not compete as far as advertising is concerned.


PEMBROKE TELEPHONE DIRECTORY

Compliments of — "Observer" Number 61

The Observer.

"THE HOME PAPER WORTH WHILE"

FIRE ALARM BOXES

An idea that some other publishers may determine to use. The original measured 14 x 20, and was in two colors.

"There is comparatively little British advertising in Canada," says Mr. O'Hara. "Britain does not seem to appreciate the Canadian market. Goods will not sell themselves; they must be pushed. Often manufacturers order over-night from New York, goods that primarily came from England, because the goods have not been sufficiently advertised in Canada to warrant the merchants carrying large stocks."

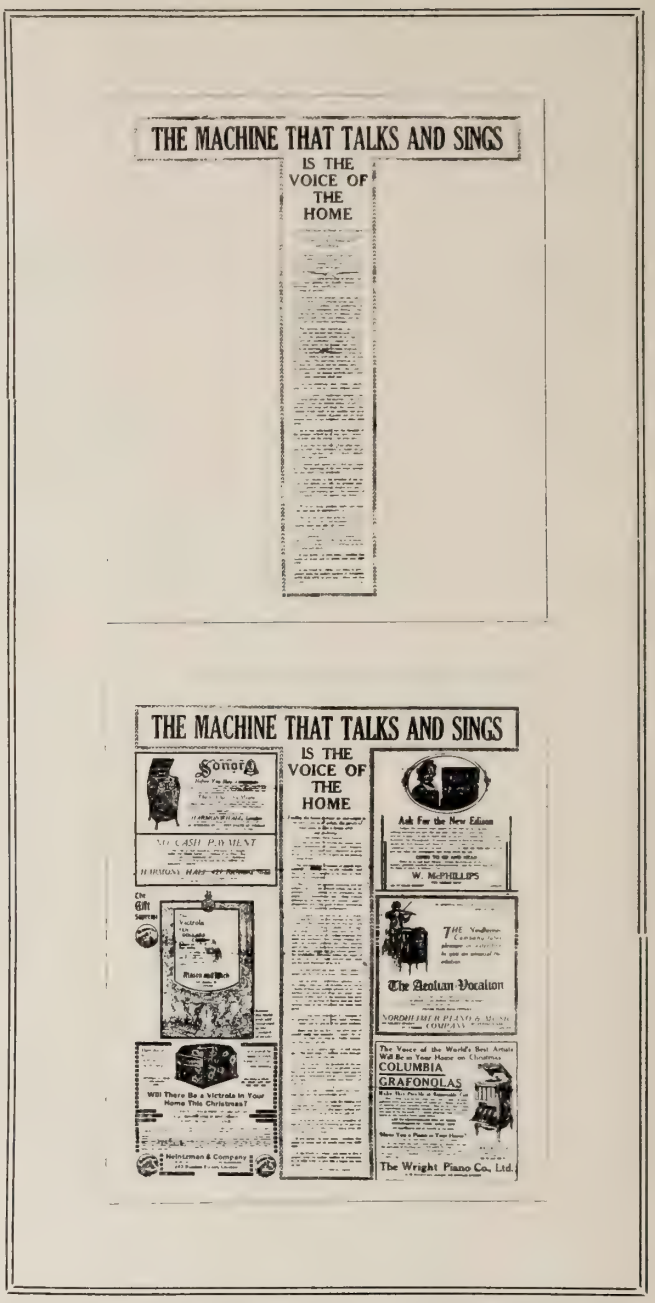
This indictment is perfectly true so far as printing machinery and printers' supplies are concerned. The American, with his more aggressive style, has captured the Canadian market. To be perfectly exact, the United States manufacturer now sells Canada 99.97 per cent. of her printing supplies and machinery. We are loath to believe it, but nevertheless it has been pointed out to us, that the Britisher has the idea that his supposed superiority in goods manufactured is sufficient to sell them. But the American manufacturer of printers' machinery and supplies makes his machinery and just as good in quality as the British manufacturer. Up to this point manufacturers of both countries are upon equal footing. The truth remains that the advertising and pushing of sales by the American has captured the Canadian market for printing machinery.

The British manufacturer, notwithstanding the war, should keep his products before the Canadian printer in well-conducted advertising campaigns in Canadian mediums.

Guaging Thickness of Make-Ready

CYLINDERS are turned out to different depths in their printing surfaces on various makes of presses, but one rule applies to all; the packing and make-ready combined must be one sheet of paper higher than the cylinder bearers, when carefully measured with a straight-edge. This is the only pitch at which the tympan will travel uniformly with a type-high form. These must travel with precision, and any deviation will cause loss of register. For make-ready paper use two sheets of manila tympan paper, two sheets of French folio, of thickness commonly used for overlaying, and as many sheets of 60-pound, 25 x 38 s. and s. c., as necessary, which may be six or more. The make-ready sheets are folded over the edge of cylinder opening and secured under the clamp. Over the make-ready paper put a manila drawsheet, paste it to foundation packing, secure it under the clamps and draw down tight.

Next put on the second one of the two manila sheets mentioned above, but do not paste it. This manila is the foundation for all the overlays, to which they are secured. When this last manila sheet is on it should be just one sheet of paper above the cylinder bearers, by the straight-edge. The cylinder is now dressed and ready for make-ready.—*American Pressman.*



How the London *Free Press* Does It—One illustration shows the dummy used for solicitation—for personal presentation of the idea, and for use by mail with distant advertisers and agencies. The second illustration shows the completed result. *Printer and Publisher* reproduces this dummy and the finished article to show other publishers who may need the direction, how to go about the development of special feature pages.

Publications Received

CANADA'S FUTURE: WHAT SHE OFFERS AFTER THE WAR. A symposium of official opinion. Edited by E. A. Victor and published by The MacMillan Company of Canada.

Here is a volume of really fascinating interest, and one of very large value to every Canadian Editor. The contents consist of a larger number of contributed articles on a wide variety of subjects by a most notable company of Canadians. Some of the articles, for example, are: Canada's Outlook, by the Hon. Sir George E. Foster; Canada's Century, by N. W. Rowell; Canada's Future Within the Empire, by the Hon. Sir Sam Hughes; The Canadian Club Movement, by Frank D. Adams; Canada's Mining Future, by John McLeish; The Educational Facilities of Canada, by President R. A. Falconer; The Imperial Home—Re-Union Movement, by Frank Wise; The Highways of the Dominion, by F. P. Gutelius; Preservation of National Assets, by James White; The Fisheries of Canada, by The Hon. John D. Hazen; Cobalt and Porcupine, by Arthur A. Cole. Each of the provinces is dealt with from various angles by writers of distinction. A good index is a valuable feature. The portrait of the Duke of Connaught forms a frontispiece to the volume, to whom also the volume is dedicated by permission. A melancholy interest attaches to this book: the author was accidentally killed shortly after the publication of his book and his widow, grief stricken, drowned herself upon hearing the news of her husband's tragic end.

CANADIAN INDUSTRY, COMMERCE AND FINANCE, by J. J. Harpell, published by the Industrial and Educational Press, Montreal.

The editor and compiler of this useful book is well known to members of the Canadian Press Association, the company of which he is president producing a number of specialized publications among them being the *Pulp and Paper Magazine of Canada.* The contents comprise chapters or sections having captions as follows: Industry; Commerce; Finance; Marketable Commodities and Canadian Producers; Foreign Manufacturers of Special Machinery and Supplies Necessary to Canadian Industry; Importers; Manufacturers' Agents; and Wholesale Houses; Wholesale Dealers and Exporters; and institutions necessary to the Business interests of the country. Under each of these headings is assembled an immense amount of pertinent material, well digested and edited and helpfully presented. The amount of labor, to say nothing of the ability and good judgment, required to produce this useful and opportune publication are apparent as one consults it. As a reference volume, and as a contribution to Canada's commercial literature, Mr. Harpell's book is praiseworthy.

THE LEGACY OF THE EXPOSITION. An Interpretation of the Intellectual and Moral Heritage left to Mankind by the World Celebration at San Francisco in 1915. Prepared by James A. Barr and Joseph M. Cumming, and edited by Oscar H. Fernbach, of the Exposition Staff, under the personal direction of Charles C. Moore, President of the Exposition; and printed for the Exposition by John Henry Nash, San Francisco. 1916.

This volume is notable as a piece of chaste book-making and as a record or souvenir of the Panama-Pacific Exposition. In construction it is unusual, its contents consisting of extracts from correspondence, arranged alphabetically according to the names of those whose letters have been drawn on for material.

"The effect wrought upon human progress and world-betterment by the Panama-Pacific International Exposition, . . the legacy it has bequeathed to the children of men, and the heritage of the millions who came to drink inspiration from the fountains of this great world-university, have been pointed out by thousands of thinking men and women of national and international importance. . . . Then letters full of the deepest feeling, . . . were . . . forceful, . . . compelling . . . We are able to publish the epitome of a few. . . ." (Extract from the President's Introduction.)

The volume has been sent out with the compliments of the President as a mark of his own and the directors' appreciation of the assistance given by the press of the world in interpreting and making more widely known this world-exposition. The volume will be prized by its recipients not alone for its physical pleasingness, but for its interpretive value and for the literary excellence and enthusiasm of its text matter.

Annual Advertising Expenditures

WITH THE co-operation of *Printers' Ink*, Babson's Statistical Bureau, the Quoin Club (the National Periodical Association), the American Newspaper Publishers' Association, the Poster Advertising Association and others, John Ring, Jr., St. Louis, president of the Financial Advertisers' Association of the A. A. C. of W., prepared the following estimate of the sums annually invested in advertising in the United States:

Newspapers	$275,000,000
Magazines and Periodicals	70,000,000
Direct-by-Mail	100,000,000
Boards and Electric Signs	55,000,000
Theatre Programs, Curtain and Miscellaneous	5,000,000
Demonstrating	18,000,000
Street Cars	10,000,000
House Organs	7,000,000
Distributing	6,000,000
Farm and Mail Order	75,000,000
Specialty Advertising	30,000,000
Total Annual Expenditure	$651,000,000

The tabulation is presented merely as a rough estimate. It is neither complete nor absolutely accurate, of course.

Chicago as a Printing and Publishing Centre

AS THE centre of population moves farther and farther west and the Western part of Canada develops, Chicago's facilities as a distributing point will largely expand its printing business. An indication of this tendency is shown in the Prang Company of Boston, school book publishers for sixty years, removing its home office to Chicago. The residence at 1918-26 Calumet Avenue, with the 100 x 177 foot lot, has been purchased for $50,000. The three-story building cost about $250,000 to erect some years ago. The time taken in transportation of both supplies and the finished product will have greater weight in all publication lines in the future and Chicago's numerous railroad and lake carriers give it an exceptional advantage because of its geographical location.

The census bureau recently published some interesting figures with regard to Chicago's manufacturers, showing that nearly one-tenth of the manufactured output of the country was produced in and around the city. Printing was listed in the returns as an industry which stood high and it was predicted that Chicago would lead the country. The report stated: "The output in 1914 was $97,507,000, as against $74,211,000 for 1909. Catalogue work cuts a large figure in this total and when it comes to catalogue-making no other city can be compared with the great central market."—*Ben Franklin Monthly.*

NEWS ITEMS—MAINLY PERSONAL

BRITISH COLUMBIA

W. E. Maiden, formerly news editor of the New Westminster *British Columbian*, is now a member of the machine gun section of the 131st Battalion and leaves shortly for the front.

J. P. McConnell, until recently the editor of *J. P.'s Weekly*, is now engaged in writing a series of articles for the Vancouver *Daily Province* on the commercial qualities of the inland cities and towns of British Columbia.

ALBERTA

The Camrose *Canadian* and the Stettler *Independent*, both have No. 5 linotypes in operation, and it is expected that two or three more weeklies will have linos or intertypes at work by the New Year.

Henry Oke, late owner of the Consort *Enterprise*, has started a paper at Big Valley, a divisional point on the C.N.R., twenty-five miles south of Stettler. Mr. Oke got out the first issue of a five-column paper on November 10.

In the trial of Thomas Helmbolt, charged with the murder of Frank Whiteside, M.P.P., owner of the Coronation *Review* and the Castor *Advance*, evidence was given by Stanley A. Fawdrey, manager of the Castor *Advance*, and Ed. Wimmer, editor of the Coronation *Review*.

The appointment of C. W. Peterson, of Calgary, as secretary of the National Service directors, to succeed George M. Murray, has been approved by the Government. Mr. Peterson is a widely known Westerner who for years has been identified with agricultural and colonization and stands high in the prairie provinces. At present he is the managing editor of the *Farm and Ranch Review*.

Mrs. Davidson, the wife of the editor of the *Calgary Albertan*, was a newspaperwoman before her marriage and did work which was both brilliant and reliable. Recently, when there was a shortage on her husband's staff produced by the war, Mrs. Davidson went back to an office desk "to help out," as she said, and was put back on what she called "my old beat," otherwise the City Hall.

Thos. Helmbolt who was up before the Supreme Court in Stettler on Nov. 1 for shooting F. H. Whiteside, M.P.P., owner and editor of the Castor *Advance* and the Coronation *Review*, was acquitted, the plea being self defence. Improper relations were proven between Whiteside and Helmbolt's wife. The case attracted considerable attention in Alberta and four or five editors were connected with it as witnesses.

Conditions in Central Alberta are fairly good at present, but newsprint is still very high, running from 5½ to 6½ cents for weeklies, according to quantity used. Subscriptions are beginning to come in better, and papers charging $1.50 are keeping up their list as well as the dollar papers. The *Stettler Independent* is the only paper along Lacombe branch charging $1.50, but the others say they will raise to that price as soon as there is a general movement throughout the province. At present, one half of the papers in Central and Northern Alberta are charging the higher price, and all of the papers in Southern Alberta. The Vegreville *Observer* and the Hanna *Herald* are the latest to raise their subscription price to $1.50. Let the good work go on, as with wheat at $1.75 per bushel, a weekly paper ought to be worth a bushel of wheat.



NORMAN A. RUSE,

Who has been appointed advertising manager for the Regina *Morning Leader*. Mr. Ruse has been connected with the advertising department of *The Leader* for the past twelve months, and prior to that time acted as publicity commissioner for the City of Regina for a period of two years. Before that he was associated with the Board of Trade in a similar capacity. He has also had considerable newspaper experience.

SASKATCHEWAN

Norman A. Ruse has been appointed advertising manager of the Regina *Leader* in succession to G. H. Tyndall, who has been made business manager of the Regina *Daily Post*.

George H. Tyndall, formerly advertising manager of the Regina *Leader*, has been appointed business manager of the Regina *Daily Post*. Mr. Tyndall went to the Regina *Leader* from the Moose Jaw *News*.

One of the first results of a recruiting meeting held recently at Gull Lake, Sask., was the enlisting of Editor Frank Tupholme, of the Gull Lake *Advance*. Editor Tupholme will be the recruiting agent in his district for the winter.

MANITOBA

L. Murphy, printer, St. James, has been succeeded by Murphy Bros.

Pte. Robt. McLean, of the Canadian Government railway offices at Transcona, Man., has received a gunshot wound in the knee. Two brothers, John and N. S. McLean, are the proprietors of the Transcona *Times*.

The first number of the *Winnipeg and Western Grocer* appeared in Winnipeg last month. It will be devoted to the grocery trade of Western Canada and will appear twice a month. The Jackson Trade Publishing Company, Winnipeg, is the publisher.

E. J. Hoover is dead at Winnipeg, from the effects of the burning injuries received at the warehouse of the Borbridge Saddlery Company. Egerton Ryerson Hoover was born a few miles north of Toronto in 1879. He began his career in Eaton's, of Toronto, later on going West, taking a position as mail order manager for the Hudson's Bay Company. From this he became the Western manager of the Montreal *Star*, a position which he held for several years, leaving it to become advertising manager of the *Free Press* and later on was connected with the *Weekly Free Press*. Mercantile pursuits reclaimed him and he entered the services of Borbridge's mail order departmental store, and it was while engaged in his duties there that death overtook him.

ONTARIO

The Orillia *Packet* has entered upon its 47th year.

Cobalt *Daily Nugget* has raised its subscription price to $4.00 per year.

Ald. Muir, of the Ottawa *Journal*, is running for the Board of Control for next year.

Clifford Prevost has been added to the reportorial staff of the London *Free Press*.

Will R. Francis has sold the Algoma *Enterprise* to Duncan McMillan, of Winnipeg.

Norman MacLaren, formerly on the staff of the Windsor *Record*, has been killed in action.

The Bay of Quinte Press Association met last month at Trenton. President Elliott attended.

The *Dominion* is now of age, and this month Ridgetown (Ont.) enters upon its 22nd yead.

A tablet in memory of John A. Ewan has been erected in St. Matthew's Church, First Avenue, Toronto.

Andrew G. Davie, for over two years editor of the Brockville *Times*, recently resigned that post.

The Ingersoll *Chronicle* has suspended publication, leaving the Oxford *Tribune* the only Ingersoll paper.

A. St. George Hawkins, who died suddenly at Cochrane, was one of the founders of the Listowel *Standard*.

Robert De. Hart, of the London *Free Press* reportorial staff is the latest to enter the ranks of the benedicts.

P. J. Neven, for many years with the Catholic *Record*, London, as agent, has gone overseas with the A.M.C.

"Editing a farm" was the subject of a racy address delivered by Peter McArthur before the Toronto Press Club October 31.

In Eastern Ontario, between Kingston

and Pembroke, there are only five non-members of the Canadian Press Association.

In the face of the most irksome customs tariff on raw material, a Canadian printing ink concern is shipping to the West Indies.

The Highgate *Monitor* has been purchased from W. J. McLean, of Rodney, by Solomon Gosnell, who will conduct the business hereafter.

Frank Badgely, formerly a reporter for Ottawa newspapers, has been awarded the Military Cross for distinguished bravery in battle.

Frederick Palmer, the famous war correspondent, has been lecturing in several Ontario cities on the Somme and Verdun fighting.

Samuel Landers, the well-known labor man, and editor of the Labor *News*, of Hamilton, has enlisted as a private in the Tiger Battalion.

The Ottawa *Citizen* is issuing a series of three Industrial Numbers. The first appeared on the 21 inst., and carried a large amount of advertising.

C. W. Tressider, lately with the Temiskaming *Herald* and the Cobalt *Daily Nugget*, has taken the position of general secretary of the Y.M.C.A. at Cobalt.

Lieut. C. F. Hamlyn, formerly city editor of the Woodstock *Sentinel-Review*, has given up his commission to go overseas with the 168th Oxford Battalion.

George Martin, lately of the London *Free Press* and the Stratford *Herald* editorial staffs, has taken a position as reporter with the Toronto *Telegram*.

Arthur Bischoff, who for five years has been circulation manager of the London *Free Press*, has resigned his position to accept a similar one in Detroit.

C. H. Ashley has resigned from the Chicago office of the Street Railways Advertising Company and is now sales manager of the Multiple Systems, Toronto.

The New Liskeard *Speaker* has recently moved to more commodious and central quarters on Armstrong Street, and has installed a 2-rev. Campbell press.

The *Reformer* is taking the stand alone in Oshawa of adopting the $1.50 subscription rate: also cash in advance on all subscriptions in future. Single copies 5c.

The Dominion Envelope Co., Toronto, which a few years ago erected a large brick factory of five storeys, is again compelled to add a new building to its factory.

Pte. Gordon Kipp, missing at the front since Oct. 8, is a former member of the Woodstock *Sentinel-Review* staff and later a newspaperman in Streetsville and Toronto.

J. E. V. Atkins, formerly on the staff of the Sault Ste. Marie *Daily Star*, has become a publisher on his own account, having bought a country weekly, the Alvinston *Free Press*.

Lieut. Christie T. Clark has returned on sick leave to his home in Toronto. Before enlisting Lieut. Clark was employed with his father in the firm of Rolph, Clark Co., lithographers.

W. S. Law, Tillsonburg, died on November 19. Mr. Law established the town's first newspaper fifty-six years ago, the Tillsonburg *Observer*, now conducted by his son, John W. Law.

The management of the Arnprior *Watchman*, which has been handled by Herman Prenzler since the recent death of J. C. Williams, has been taken over by A. E. Bradwin, of Sarnia.

M. W. Rossie, managing editor of the Port Arthur *News-Chronicle*, has disposed of his interest in that publication to O. F. Young. It is understood that he will retire from active journalism for the time being.

The *Reformer* Printing & Publishing Co., Oshawa, have installed a new No. 3 Double-Striking Automatic Hickock Ruling Machine: also a Haddon Safety Press, each equipped with individual Kimbal Motors.

Robert C. Hayes, formerly of the editorial staff of the Toronto *Daily Star*, has been awarded the Military Medal for conspicuous bravery in action. He went overseas with the Princess Patricia's Canadian Light Infantry.

The *Evening Journal*, Ottawa, has made arrangements with the representatives of H. G. Wells, the famous British writer, for



HAROLD W. THOMPSON,

The newly appointed Western Manager of The Industrial and Technical Press, with headquarters in Toronto. Mr. Thompson was formerly with Hugh C. MacLean, Ltd., Toronto.

the exclusive publication in the Capital of two articles describing his visit to the battle lines in France.

F. C. Mills, who has for the past four years been connected with the advertising department of papers in Hamilton and Chatham, has returned to the editorial end, being now in charge of the market page of the Hamilton *Spectator*.

The Windsor City Council at a recent meeting unanimously passed resolutions calling upon the Government to reconsider the order recently made by the Attorney-General relating to the sale of Sunday newspapers in Windsor and vicinity.

Lieut. H. G. Irving, son of T. C. Irving, Toronto, of Bradstreet's, narrowly escaped death while leading a party of soldiers towards the German trenches. Lieut. Irving received a wound across the back and is now convalescing in Brighton, England.

Richard Pearce, who has been acting as editor of the *Northern Miner* at Cobalt for some time as successor to Ben Hughes, has taken over Mr. Hughes' interest in the business. Mr. Hughes, who has enlisted for overseas service, left for Quebec on Nov. 15.

Chas. M. Mundy, business manager of the *Reformer* Printing & Publishing Co., Oshawa, spent two weeks this month deer hunting on the French River. His party, which consisted of fifteen business men from Oshawa, brought home their limit of deer.

The Hamilton *Herald* has announced that it will discontinue the publication of lists of subscribers to various patriotic and charitable causes. The large demands on space made by the news, and the increasing number of these lists make such a course a necessity.

Lieut. William H. Bunting, Port Hope, who went overseas with a Vancouver unit, has had one of his legs amputated as the result of wounds received at the front. Lieut. Bunting was at one time a member of the editorial staff of the Toronto *Mail and Empire*.

In the suit of Bank of Ottawa vs. Dick & Walker, insolvent printers and lithographers, Ottawa, for $13,000, it was decided that the business was not the property of Messrs. Dick & Walker, but had been owned by the bank and run in the names of the former.

Hugh Clark, M.P., editor of the Kincardine *Review*, and a well-known figure in Canadian journalism, has been sworn in as Parliamentary Secretary of State for External Affairs, a new office analogous to an under secretaryship in the British House of Commons.

The *Times-Journal*, Fort William, struck a happy idea in getting up a special page "Christmas Gifts for the Boys at the Front." The page was well filled with attractive advertisements from the local merchants, with suggestions of timely and useful gifts for soldiers at the front.

A. A. McIntosh, for some time night editor of the London *Advertiser*, has been appointed to the position of acting president of the *Advertiser* Printing Co. Carlton S. C. Richardson takes Mr. McIntosh's position on the night desk and Mr. Stronach replaces Mr. Richardson as city editor.

Toronto Press Club held their regular dinner November 21, when three addresses were delivered by Harry Gadsby of *Saturday Night*, J. T. Clark of *Daily Star*, and Tom King of *The World*. Mr. Gadsby gave some practical hints to newspapermen generally, and championed the cause of the reporter. Mr. Clark and Mr. King ably supported Mr. Gadsby's message.

S. R. Alger, of the Tweed *News*, called on PRINTER AND PUBLISHER last month. Mr. Alger is associated with his father and brother in the production of the Tweed *News*, and devotes himself to the solicitation of advertising, with excellent results. For a newspaper published in a relatively small community, the Tweed *News* is "making good" very decidedly.

The Ottawa *Evening Journal* was the first and only paper in the Capital to print on the day of its occurrence the news of the resignation of Sir Sam Hughes as Minister of Militia. An "extra" edition was sent to the street at 5 o'clock and many thousands of copies were sold. The news spread quickly through the Capital and caused a great sensation in political circles.

Pte. Gordon B. Kipp is reported missing since the fighting on October 8 last. He is a brother of V. M. Kipp, Winnipeg representative of the Canadian Press; L. F. Kipp, city editor of the Montreal *Herald*, and B. B. Kipp, of Woodstock. Pte. Kipp was a newspaperman, also, and at the time of joining the colors he was employed on the Streetsville *Banner*. Previous to that he had been a reporter on the *Sentinel-Review*, Woodstock, Ont.

The establishment of an old age pension fund is one of the strong recommendations of Ottawa pressmen. At the meeting of Local No. 5, International Pressmen and Assistants' Union recently it was announced that a referendum will be taken and if it carries the members begin paying into the treasury 25 cents a month on the first of January. At the end of five years members

of the age of 60 years, who have been for 20 years members of the union will receive $5 a week.

That a new Conservative daily newspaper will soon be started in Ottawa is the assertion of a staff correspondent of the Toronto *Star*. He says in part: "During the past year, the Conservatives have come to the conclusion that a morning paper in the capital is badly needed to counteract the sledge-hammer attacks of the *Citizen*. The criticism of the *Citizen* is regarded with especial fear, owing to the fact that its editorials are still widely quoted all over the country as those of a Conservative paper. And besides, it is believed that when an election comes around it will give open support to the Liberals. It is said that S. D. Scott, the very able editor of the Vancouver *News-Advertiser*, is to be the editor of the new Conservative venture. Mr. Scott is a New Brunswick man, and was editor of the St. John *Sun* before that paper passed into Liberal hands. He was offered a much higher salary to continue as editor when the paper changed its politics, but refused, and came to Ottawa as a special writer for the Conservative party. Later he was editor of the St. John *Standard*, and when the Vancouver *News-Advertiser* was organized he became editor of it."

QUEBEC.

Higgins Bros., Montreal, printers and publishers, have registered.

Dominion Newspaper Syndicate, Montreal, has changed the style of its name to the Rapid Electrotype Co. of Canada.

Henri Gagnon, publisher of *Le Soleil*, Quebec, was in New York last month, and also visited to Atlantic City and Philadelphia.

Lieutenant Walter H. Gordon, formerly on the staff of the Montreal *Journal of Commerce* and at one time city editor of the Montreal *Gazette*, has been killed in action in Europe.

The Quebec Lithographic Studios, have established a lithographing, photo-engraving and electrotyping plant in the premises formerly occupied by La Vigie Company, Collins Street, Quebec.

World-wide and *The Canadian Pictorial*, published by the Dougalls, of Montreal, are being combined. *World-wide* will continue to be published weekly, but once a month it will be enlarged to incorporate the essential features of *The Canadian Pictorial*.

At the annual meeting of the North American Pulp & Paper Co., held in New York, Paul J. Myler, president of the Can. Westinghouse Co., and a director of the Bank of Toronto, and J. M. Wilson, vice-president of the Bank of Hochelaga, Montreal, were elected directors.

Clement B. Allardice, for twenty-three years connected with the Montreal *Daily Star* and the *Family Herald* and *Weekly Star*, of which he was editor for many years, died recently after an illness extending over many months. C. B. Allardice entered the journalistic office in the reportorial room of the *Daily Star*, but after a few years transferred his energies and his keen analytical mind to the editorial offices of the *Family Herald* and *Weekly Star*.

The Rev. J. A. D'Amours, whom Cardinal Begin selected as the editor of his personal organ, *L'Action Catholique*, and who has been writing for a year and over in favor of Canada's participation in the present war as the best thing for the Dominion, and especially for French Canada, accuses Bourassa of preaching the doctrine of independence to harm Great Britain, while she is at war as the only solution for national wrongs. When Abbe D'Amours became a shareholder in *Le Devoir*, he says, he did not know what kind of a man Bourassa was and it was only when he began his disloyal and unpatriotic movement in favor of the Germans and against the Allies that he saw the real object in view.

MARITIME PROVINCES

The binding business in Halifax is good.

Mr. Curry, editor of the Shelburne *Gazette*, was in Halifax last month.

Alfred Murray, formerly with the Sydney *Record*, has joined the 36th Field Battery.

The Truro *News* Pub. Co. secured the contract for Holman's large catalogue, Prince Edward Island.

Private Clark Grant, formerly with the Sackville *Tribune*, has been wounded and expects to return home for Christmas.

The St. John *Standard* now claims twenty-two members, or former members, of its staff, among the British overseas forces.

Job printing in Halifax still continues good. As this is the time of year for the Nova Scotia Provincial Reports, printers will soon be busy getting these out.

J. W. Dawson Stearns is the new editor of the Annapolis Royal *Spectator*, Annapolis. He was formerly editor of *Shipping Illustrated*, New York, and on the Halifax *Morning Chronicle* some years ago.

L. Clyde Davidson, of Davidson & Co., and W. A. Monaghan, of T. C. Allen & Co., printers, recently visited New York and other American cities, and found paper conditions bad there.

C. C. Blackadar, proprietor of the Halifax *Arcadian-Reporter*, has offered $5,000 towards a fund for the erection of a hospital for advanced cases of tuberculosis, in memory of his wife, who died two months ago.

Among the officers of the 165th Acadian Battalion, now stationed in St. John, are Captain John Malenfant and William Bourque, both former members of the staff of the *Le Moniteur Acadien*, of Shediac, N.B.

All Yarmouth newspapers will discontinue town deliveries on Dec. 1 by carriers and place papers in the four post offices. This is to save the large expense paid to carriers, instead of increasing the subscription price.

Captain Choisnet, of the old 93rd Cumberland, N.S., militia regiment, and editor of the Parrsboro *Leader*, has gone overseas with the 193rd Nova Scotia Highland Battalion as a bandsman, with the rank of private.

Lieutenant A. W. Thorne, formerly news editor, and Lieutenant Williard McGinley, formerly of the writing staff of the St. John *Standard*, who went overseas with the 140th Battalion, have gone to the front with reinforcement drafts.

James McPhee, who was employed by the St. John *Telegraph* and *Standard* as night press messenger at the time of enlisting in the 26th Battalion, has been killed in action. He was nineteen years of age and was the only son of a widowed mother.

Albert Finnemore, formerly a printer with the St. John *Telegraph*, was buried by a shell explosion during the heavy fighting at Courcelette and was not rescued for three hours. He is now in a hospital recovering from the effects of the concussion.

The 236th N.B., Kilties Battalion is to publish a regimental newspaper under the title of The Breath of the Heather. Captain J. D. Black, formerly news editor of the Fredericton *Gleaner*, will be the editor and he will be assisted by Lieutenant P. F. Godenrath.

The Halifax *Morning Chronicle* has installed a great Quadruple Hoe press, capable of printing 30,000 papers an hour, to keep pace with its growing circulation. The new press prints, cuts, folds and counts at nearly three times the rate of its predecessor, and with less noise and less vibration.

Frank P. MacKenzie, of the composing room staff of the St. John *Telegraph*, who went overseas with the 6th Mounted Rifles, has been officially reported missing. At first it was hoped that he might be a prisoner, but as no further word has been received, it is now believed that he was killed in action.

The Halifax *Mail* and *Herald* and the *Weekly Mail and Homestead* have started a subscription contest among their readers outside the city of Halifax. The campaign will run ten weeks and several prizes will be given, besides 10 per cent. commission to active losers. The *Weekly Mail and Homestead* will increase its subscription price to $1.50 on January 1.

During the stay of the 180th Sportsmen's Battalion in St. John, the former newspapermen among the officers took a prominent place in the various public activities organized by the unit and made many friends. Among them were Major Lou Marsh, assistant sporting editor of the Toronto *Star* and Captain J. P. Fitzgerald, sporting editor of the Toronto *Telegram*.

A new weekly newspaper which will support the Conservative Governments at Ottawa and Fredericton is to be established in Hartland to serve the interests of the party in Carleton and Victoria counties, N.B. Arrangements are being made for the purchase of a new plant suitable for the publication of a modern newspaper of moderate size and a book and job department will be operated. It is expected that the first issue will appear early in December.

Fraser's Limited, one of the largest lumber concerns in New Brunswick, are planning the formation of a new company, capitalized at $4,000,000 for the erection and operation of a pulp mill. The president, Archibald Fraser, of Fredericton, is authority for the announcement, but says that the site has not been decided upon. The company has large timber holdings in various parts of the province and the mill may be located either at Fredericton or on the north shore in Northumberland County.

The Aroostook Pulp Company has decided to erect a mill at Van Buren, on St. John River, for the manufacture of sulphite or Kraft pulp from the waste spruce wood from the extensive lumber mills already located there. The first investment will be about $500,000, and this will provide for the erection and equipment of a brick building 400 by 100 feet. It is expected that it will be in operation by June next and that its capacity will be from 30,000 to 40,000 tons of pulp annually. E. P. Lindsay, of Boston and E. M. Blandin, of Bath, N.H., who are interested in several pulp and paper concerns, are behind the new company.

NEWFOUNDLAND.

The position of business manager on the *Daily News*, vacated by the promotion of Mr. Currie to the editorial chair, is being filled by J. C. Puddester, formerly of the Reid-Newfoundland Company.

M. J. Mulcahy, who has just been appointed to a position in the office of Registry of Deeds, was for several years a member of the reportorial staff of the Newfoundland House of Assembly.

Professor Norman Duncan, author, etc., who died suddenly on October 18, after a game of golf, was somewhat connected with Newfoundland, he having written several

books about "Ye Ancient Colony" and Labrador, and for several years he made annual visits to the Island.

J. D. Henry, the well-known writer and authority on oil "mining," has been engaged by the General Oilfields, Ltd., to act as technical advisor and general manager at the Parsons Pond operations the coming winter. Mr. Henry is a writer of considerable ability, and he is now gathering data for another book which will be issued in the near future.

There is considerable rush now on in most of the printing offices throughout Newfoundland, to meet the requirements of the approaching Christmas season. The special Christmas editions will begin to appear shortly after the first week in December, and the number this year promises to be equal, or in excess, judging from present activities of that of last year.

John S. Currie, M.H.A., succeeds Hon. Mr. Robinson as editor-in-chief of the St. John's *Daily News* and the *Free Press*. Mr. Currie has been identified with these two papers since their inception, and for a number of years very successfully occupied the position of business manager. Mr. Currie is a member of the House of Assembly for the district of Burin. He is a man of considerable energy and ability.

Newfoundland's new Postmaster-General is a member of the Fourth Estate. Hon. J. Alex. Robinson, founder of the *Daily News* and the *Free Press*, of St. John's, as well as editor-in-chief and vice-president of the publishing house of Robinson Co., Ltd. Mr. Robinson wrote his farewell editorial in the *Daily News* of October 25, and took up his new duties at the General Post Office on the first of November.

On the evening of October 31, it being the eve of the Hon. Mr. Robinson's assumption to the Postmaster-Generalship, the staff of the *Daily News* and the *Free Press* presented him with a handsomely engraved piece of plate and an illuminated address. In replying to the address Mr. Robinson paid high tribute to the staffs of the two papers, among which were some who have been associated with him during the whole of his twenty odd years of journalism.

During this year of grace, 1916, the Fourth Estate in Newfoundland has been the recipient of a number of honors, preferments and changes. Among the first was the elevation of Hon. P. T. McGrath to the "Woolsack" in the Legislative Council, and the conferring upon him by the S.F.X. University the title of Doctor. Then there was the election of Dr. W. F. Lloyd to the leadership of the Opposition in the House of Assembly. He was succeeded as editor of the *Evening Telegram* by H. A. Winter, B.A. And after a number of minor changes comes the appointment of Editor Robinson to the head of the Postal Department of Newfoundland. Journalism has much to be thankful for in this latest appointment, for it is well-known that from some quarters there has been some advocacy for the taxation of newspapers and other literature through the mails, a policy which the new head is understood to be strongly opposed to. It is hoped also that in the very near future a reduction will be made in the postal telegraph press rate, for foreign as well as local, and placed on a basis similar to that of the Western Union and other similar lines in Canada and the United States. Our present foreign press rate by the postal system is altogether out of proportion with other systems and is a serious impediment to the dissemination of much interesting news.

The Dead

Lieut. Walter Hetherington Gordon, the youngest son of Rev. Dr. J. A. Gordon, was recently killed in action. After graduating, Lieut. Gordon devoted a few months to a publishing enterprise, and then joined the staff of the St. John *Gazette* as a reporter, being promoted within a few months to the sporting editorship, and becoming city editor in 1912. In the spring of 1914 he left the *Gazette* to be first news editor of the newly-established daily edition of the *Journal of Commerce*, but on the outbreak of the war he enlisted.

* * *

Jack London, war correspondent, author and traveler, died on his ranch at Glen Ellen, Cal., on November 22, a victim of uremic poisoning, aged forty years. His first literary work, entitled "Typhoon Off the Coast of China," done before his nineteenth year, brought him first prize in a contest conducted by the San Francisco *Call*.

He was one of the original Klondike miners, and after an unsuccessful prospecting season he returned to San Francisco and took up literary work. During the Russo-Japanese war he served as a correspondent in Korea for the Hearst newspapers. Since then he has written fiction in amazing volume, interrupting his work only for a number of cruises to far-off lands.

Mr. London's body was cremated in Oakland on November 24.

* * *

Major John S. Lewis, of the Grenadier Guards, has been killed in action. Major Lewis came to Montreal after a successful experience on the Chicago *Tribune*. His first journalistic experience in Montreal was gained as city editor of the *Gazette* and from that paper he went some time later to the *Herald*, where he occupied a similar position. In addition to the work of the "city desk" in the *Herald* he wrote musical and dramatic criticisms for that paper which attracted much attention. His last move in the newspaper world was to the staff of the *Daily Star*, where he occupied positions of increasing responsibility until 1912, when he became editor. During the Parliamentary sessions of 1910 and 1911 he wrote a series of amusing character sketches and comment on political affairs from the press gallery in Ottawa, which were widely reprinted. His interest in national and Imperial questions caused him to become a naturalized British subject.

* * *

James M. Wright, who was a member of the Winnipeg *Free Press* staff over 39 years ago, is dead at Princeton, B.C. Mr. Wright was for ten years or more proprietor of the Similkameen *Star*, a paper printed at Princeton. He disposed of his printing plant about two years ago, and died at his home after a rather long period of illness, on Nov. 7. The late James Wright was born at Wright's Corners, Ont., in 1860, and after learning the printing trade he worked on the Toronto *Globe* and other papers, and went to Winnipeg in 1877. Young Wright immediately secured employment on the *Free Press*. Remaining with the *Free Press* until 1881. Mr. Wright drove an ox-team across the plains to Edmonton. This ox-team carried a newspaper plant for Alex. Dunlop and was purchased to augment the outfit of the Edmonton *Bulletin*. After residing in Edmonton severals years, Mr. Wright worked on different papers in British Columbia cities, finally locating at Princeton.

Lieut. Jack Manwaring, one of the best known of Lethbridge's former residents, at one time a member of the *Herald* editorial staff, and also secretary of the Board of Trade, is dead in England. He succumbed to an attack of pneumonia in Liverpool, presumably contracted while on duty at the front. Lieut. Jack Manwaring enlisted early in the war while in England, and was an officer in one of the English regiments. It is only a few months ago that the announcement was made of his winning the military cross for brilliant work at the front. He conducted a valuable reconnaissance in front of the enemy's trenches, and risked his life to gain important information, for which he was decorated. Jack Manwaring was about 35 years of age, was a native of Kent, England. When he first came to this country he was a rider for the Circle ranch. He went in to Lethbridge afterwards and was editor for a time of the *Daily News*. He then transferred to the *Herald* staff, and afterwards became secretary of the Board of Trade.

* * *

The business, social and religious life of St. John's, Newfoundland, is to-day somewhat poorer on account of the death on November 23 of William H. Goodland, who succumbed to a severe illness of a few week's duration. At the time of his demise Mr. Goodland was in his fifty-seventh year, but for some years previous, in fact all his life, was a popular figure in many prominent activities in the community in which he lived, so much so indeed that in the passing of this good and true citizen the loss is not only felt in his immediate family circle to whom sympathy is expressed but by the people at large. At an early age he was apprenticed to F. W. Bowden & Co. in the printing business, which he made his life work and which he did much to improve and advance. A little later and for twelve years he was attached to the mechanical department of the *Evening Telegram* as foreman, relinquishing this post twenty years ago, when he went into partnership with Mr. W. N. Gray, who since did business under the name of Gray & Goodland, booksellers and stationers, also printers. In the latter line, owing to his good repute as an artist, he secured a fair share of the public's printing.

General

Lord Rothermere's second son, Lieutenant the Honorable Vere Sidney Tudor Harmsworth, has been killed in battle. Lieut. Harmsworth was a nephew of Lord Northcliffe, owner of the *Times*, *Daily Mail* and other papers.

"Canada News for Our Canadians" is a new feature in the London *Daily Mail*, comprising special cables of all sorts of news items, some of interest both to English and Canadians, and others appealing only to natives of the Dominion.

A resolution was passed Nov. 20 at a meeting of representatives of British newspaper proprietors held in London, recommending that newspapers throughout the country raise their prices by a half-penny. The *Times* has already done so.

The Rev. Dr. Charles F. McGinnis, formerly of Chicago, has just been appointed associate editor of the *Catholic Bulletin*, the well known Catholic organ of St. Paul, Minn. He will be in active charge of the editorial, news and other features of the paper.

Lord Northcliffe did not buy his Newfoundland forests any too soon to provide

the pulp wood he needs. The circulation of his London *Daily Mail* has gone up nearly 200,000 copies in the last five months and is now above 1,200,000 copies a day.

The American version of *Pearson's Magazine* has been forbidden the use of the Canadian mails, because its editor is a fierce pro-German. This increases the mystery of the Hearst papers. They continue to circulate in Canada and are bitterly anti-British.

The Buffalo *Volksfreund*, a German paper, limits at Quataino Sound and Swanson Bay, has been forbidden the Canadian mails. Similar measures have been taken against *Der Staats Anzeiger* published at Bismarck, N.D., and *The Dakota Frere Presse*, published at Aberdeen, N.D.

"Following the precedent set by the British Government, the French Government has deprived William Randolph Hearst and the International News Service of the use of cable service between Paris and America. The order applies to all the news channels under Hearst's control.

An Order-in-Council passed Nov. 4, but not announced until after the U. S. elections, bans all the American Hearst newspapers from Canada after Nov. 11, and provides a fine of not over $5,000 or imprisonment for a maximum of five years, or both, for any person in possession of the same.

Franklin K. Lane, a member of the Joint Mexican-American Commission, whose business is to adjust the relations between the two republics, and who is Secretary of the Interior in President Wilson's Cabinet, is a Canadian by birth, but a Californian by preference. He began his career as a newspaper man, but later took up the practice of law.

In order to assist the Government's efforts toward a maximum economy in the use of shipping, the London *Daily News* announces that it will cut down the size of its issues to six pages, although this will entail a serious monetary loss through having to refuse advertising. It is expected that other papers will follow the suit of the *Daily News*.

William C. Freeman, well known through many years' service with the New York *Evening Journal* and the New York *Evening Mail*, has become advertising manager of the *Advertising News*, a New York weekly of which George French recently became editor. He has also become financially interested in the publication and will make it his permanent work.

Pittsburg papers on January 1 will reduce the width of their columns to 12½ ems, the centre margins to 1 inch and the side margins to ½ inch, thereby reducing the width of their rolls to 36¼ inches for two-plate-wide presses and 72½ inches for four-plate wide presses. The newspapers will thus be standardized to the extent of column-widths and margins.

D. Thomas Curtin, a newspaperman of Boston, now with the Northcliffe papers, London, was deprived of his American passport by Ambassador Page. Curtin is accused of violating his passport in going to Germany in November, 1915, ostensibly as a representative of American magazines, but chiefly as a representative of the Northcliffe papers.

James Louis Garvin has been elected president of the Institute of British Journalists, which held its annual meeting in London recently. Mr. Garvin is a veteran British newspaper man, now in his forty-eighth year, and was engaged in active work before attaining his majority. He has been in London since 1899, and since 1904 has edited Lord Northcliffe's London *Observer*.

The Brooklyn *Eagle* has celebrated its 75th birthday. For many years the *Eagle* has been recognized as one of the best newspapers in the United States. The winning of so great a reputation and the exerting of such wide influence in Greater New York, the centre of the fiercest newspaper competition in the world, are truly great achievements.

The British Government is charged by the Chicago *Daily News* with stealing its despatches from Germany and selling them to a private news bureau in London. The charge was made in a signed and copyrighted dispatch by wireless from Oswald F. Schuette, a Chicago man who has been in Germany as special correspondent of the *Daily News* since shortly after the outbreak of the European war.

The London *Times* has been obliged to increase its retail selling price from two to three cents per copy. The London *Daily News* has decided to reduce its size to a maximum of six pages per issue in order to help out the Government's general economy program. The *Times*, it is announced, has been losing $20,000 a month since the war broke out, despite various efforts in the direction of economy. The *Daily News* will be obliged to greatly curtail the amount of space which it sells to advertisers, and, it is presumed, will demand an increased rate for the space left at its disposal.

The New York *Evening Post* has paid to the proprietors of *Punch* (London), $450 for the use of drawings and cartoons taken from and faithfully credited to that periodical during a period of several months following the registry of *Punch's* American copyright after November 1, 1914. This is at the rate of $10 each. The *Evening Post* was willing and offered to pay for these drawings at the usual reasonable rate paid for such pictures to other foreign periodicals, but *Punch* was obdurate and enforced its technical powers. It refused to make any allowance for difference in size or importance of the drawings, or to acknowledge that it benefited in any way by the incidental advertising.

A German trade journal—one of the few which has survived the storm and stress of the past twenty and more months—says that out of 71,000 members of the German Society of Printing Employees, 50,000 have been drawn upon for military purposes. Not all of these have "gone to the front"; they have been used in other directions. All the type foundries in Germany have closed down, it is said, and are now wholly occupied in producing munitions of war. Already 3,000 German publications have ceased to appear and those who still survive complain bitterly about the increase in prices and the small supply of paper, saying that unless the Government soon intervenes many more publications must go out of existence.

George French has been appointed editor of the *Advertising News*, owned by William B. Curtis, and which succeeds the Publishers' *Guide*. Mr. French is an authority on the subject of advertising, and is one of the best known writers on that subject in the United States. He is the author of several books on advertising, which have been widely circulated and closely read. He is an authority on typography, being considered one of the best posted men on type faces in the United States. Mr. French was the editor of *Profitable Advertising*, his original research work at that time attracting considerable attention. He was the first editor of *Advertising and Selling*, and is one of the best known writers in the advertising field.

The Fernie, B.C., *Mail* has suspended publicaton after an existence of three months.

E. Smith Scott, job printer, has opened a job printing establishment on St. George street, Moncton, N.B.

The Campbellton *Tribune* announces that, owing to the great advance in the price of paper it will be sold at three cents instead of two.

The London *Free Press* carried two pages of advertising in connection with Electrical Publicity Week Dec. 2-9. Advertising Manager Muir does not let many chances slip by him.

J. Bruce Sutherland, sporting writer on Nelson, B.C., *News*, and a son of Robb Sutherland, manager of that paper, is reported wounded while on active service in France.

J. L. Neville, who has been spending some months in the Maritime Provinces in connection with one or two newspapers, has returned to the *Standard*, at Calgary, Edmonton.

Hugh Clarke, who was recently appointed under secretary for external affairs at Ottawa, will continue as editor and proprietor of the Kincardine *Review*. He has appointed A. G. Macintyre as business manager.

Ed. Donohue, a former member of the Albany (N.Y.) *Argus* staff, has succeeded George Martin in the service of the Kitchener (Ont.) *Daily Telegraph*. Mr. Martin is now with the Toronto *Daily Globe*.

The Maritime Press, of Moncton, N.B., job printers, have moved to a large store on Main street, Moncton, N.B., and added books and stationery to their business. Mr. Vrooman, formerly of Winnipeg, is in charge of the new branch.

Corporal W. E. Henderson, formerly on the staff of the Montreal *Gazette*, has been admitted to the hospital at Rouen, France, suffering from gunshot wounds. At the time of his enlistment he was with the Montreal News Company, and his brother, James R. Henderson, is circulation manager of the *Gazette*.

George King, editor of The Dauphin *Herald*, published by his son, W. D. King, is again a candidate for Mayor for his municipality. Mr. King is well known in Ontario, and in a letter to *Printer and Publisher*, he says that there is scarcely an issue that does not recall some old friend or acquaintance.

The mania for charging exorbitant prices for foodstuffs has reached Quebec, and the *Telegraph* has taken upon itself to attack the principle. Searching investigations have been made, and gross inequalities have been found to exist. *The Telegraph* advertising department has secured the co-operation of leading butchers and grocers, who use liberal advertising space. The effect is being felt, and already the prices are being brought nearer normal.

MANY NEWSPAPERS ADOPTING NON-DISTRIBUTION SYSTEM

The extent to which the non-distribution system is being adopted in composing-rooms in all parts of the country is attracting attention. Like all new methods, non-distribution was at first looked upon by many as an expensive and impractical theory, but the experience of printers and publishers has proven that composition with practically no distribution is both possible and profitable.

The Mergenthaler Linotype Company is emphasizing the good features of the non-distribution system as obtained by its system.



Tinned Stitching Wire

HANDLED BY THE LEADING CANADIAN WHOLESALE HOUSES OF PRINTERS AND BOOKBINDERS SUPPLIES.

MADE-IN-CANADA

BY

THE STEEL COMPANY OF CANADA
HAMILTON LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

HARD METAL TYPE

will save money, lessen expense bills and cost of production. Soft type, no matter how cheap, is poor economy,—the first cost may be a trifle less in comparison with hard type, but the final cost is the actual cost and this is when Hard Metal Type proves to be very much lower in cost.

Soft type is easily bruised and quickly worn out; the time for make-ready rapidly increases; good and profitable work soon becomes impossible, whereas we have some customers who have used our Hard Metal Type for thirty and forty years.

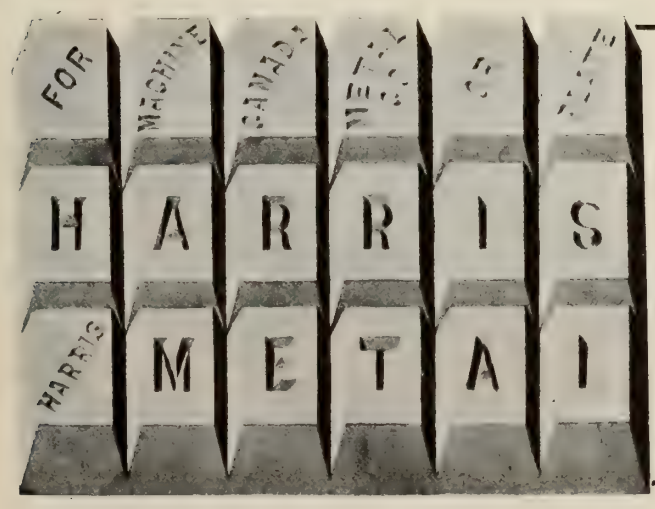
Some of the Hard Metal Faces:—

Winchester Family **Spartan Family** **St. George Family**
Windsor Family **Chatsworth Family**

Send for Specimen Sheets

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, *Manager* 60 Front Street West, TORONTO



FOR THE LINOTYPE MACHINE
KNOWN
FROM COAST TO COAST

We Manufacture Special Grades of

STEREOTYPE
LINOTYPE
TYPOGRAPH

METALS

MONOLINE
MONOTYPE
AUTO PLATE

WRITE FOR PRICES

The Canada Metal Co., Ltd.

Toronto, Hamilton, Montreal, Winnipeg, Vancouver

PRINTERDOM

The Canadian ink houses are now masters of the colored ink difficulty.

The Anglo-Canadian Type, Toronto, sold a lot of type this past month.

Hugh J. Logan reports business as extra good in printers' and binders' machinery.

Dussault & Proulx, Quebec City, have installed their second Monotype equipment.

Stephenson, Blake & Co., Toronto, are busy filling orders for type and machinery.

American paper houses are hustling for Canadian trade in book, writing and cover stocks.

Miller & Richard, Toronto and Winnipeg, report type and machinery sales as being very good.

The Ottawa *Free Press* and the Quebec *Telegraph*, have purchased Monotype and rule casters.

The stock values of six Canadian paper-making concerns have increased $21,000,000 within a year.

Manton Bros., Toronto, ink and printers' machinery manufacturers, say that business is very good.

The Toronto *World* and *Telegram* have special representatives in Washington reporting Congress.

Scolasticat St. Joseph, Montreal, a religious organization, has installed Monotype equipment in its printing department.

I. A. Klein, a former Toronto printer and advertising man, has been elected vice-president of the Six-Point League of New York.

Fred. F. Esler, of the Toronto sales force of the Lamston Monotype, reports business as extra good in the Maritime Provinces and Newfoundland.

The Linograph Co., of Davenport, Iowa, reports the sale of 17 machines during November. The capacity of the factory is ten per month, and the management will have to provide for the expansion.

Wm. J. Wilson, a well-known Toronto printer, has been appointed returning officer for the by-election in East Toronto, caused by the appointment of Hon. A. E. Kemp to the portfolio of Militia and Defence.

A prominent American publisher, says *Editor and Publisher*, declares that a newsprint pool has been established in Canada, which United States laws cannot reach, to sell surplus newstock in the open market. As the volume now allowed by mills to be contracted for 1917 is considerably short of the total output, and foreign demand prices at New York docks range from $4.50 to $6.50 per hundred pounds, the manufacturers will receive considerably more for the excess than even the high price of 3c per pound now contracted for 1917 at the mills by American publishers. Congress and the Canadian Parliament may take a hand in the proceedings.

Harold W. Thompson, a member of the advertising staff of Hugh C. MacLean Limited, for the past seven years, has just been appointed Western Manager for the Technical and Industrial Press Limited, publishers of the *Canadian Mining Journal*, *Pulp and Paper Magazine* and other well-known trade publications. His headquarters will be in Toronto. Mr. Thompson is a native of Newfoundland, and before coming to Canada, he had a very successful career in the newspaper business there. He is one of the most resourceful men connected with the trade press, and is exceptionally well qualified for his new post. When leaving Hugh C. MacLean Limited, on the 2nd inst., Mr. Thompson was presented by the staff with a handsome case of amber mounted French briar pipes.

U. T. OF F. C. NOTES

George H. Saults, Winnipeg, is on the Auditing Committee of the U.T. & F. C.

* * *

Have you seen the treatise on Bindery Production? This is being issued by the United Typothetae and Franklin Clubs of America and really is a valuable volume. It fully explains the most efficient method ever conceived of recording production, and will benefit every printer and binder. If you have not seen this treatise you have overlooked an asset to your business. Send today for a copy of "Classification of Bindery Operations and Operation Numbers." Address your request to the National office, 608 S. Dearborn Street, Chicago.

* * *

A Certificate of Cost-Finding is now being annually issued to those members of the United Typothetae and Franklin Clubs of America who send to National headquarters, each year, their complete statement of cost of production and it is found correct, so that it can be used in the compilation of the composite statement. The past year the organization issued a considerable number of these Certificates. These have been an effective means of establishing confidence with the buyer of printing as to the prevailing costs in the plant of the individual printer. The logic of this should appeal to every member of the organization: the Certificate of Cost-Finding can be made a valuable asset to the business office and will bring to the holder increased profits, that would not be otherwise obtainable. Members who do not use the Standard Cost-Finding System should get in touch immediately with the National Office, for information regarding it. If you have not filled out the post card sent you the latter part of last month, do so now. The National Organization offers its members every possible aid in installing the Standard System. A staff of cost accountants are continually employed who do nothing but this work.

PRINTERS RAISE PRICES

An increase of thirty per cent. on all schedules and estimates on printing and binding after December 1 was agreed upon by book, job and periodical printers of Chicago and Northern Illinois at a meeting on November 23.

The increase was necessitated, according to W. T. Leyden, secretary of the Franklin Typothetae, by increases in the price of paper, rollers, type metal, engravings, electrotypes, binding material, leather, glue and wages.

UNIONS TRY TO HOLD DOWN PRICE OF NEWS PRINT

Action is being taken by trades unions throughout Canada to try and prevent the threatened increase in the price of news print that, it has been reported, will come into force on January 1. The central executive committee of the unions has taken the matter up and has circularized locals to pass resolutions against the threatened 60 per cent. rise. These resolutions will be sent to the Premier and other cabinet members in the course of a few weeks.

PRINTERS' AGREEMENT IN BRANTFORD

The agreement between the employing printers of Brantford and the local Typographical Union has been signed by both parties, and is now in force.

The new agreement provides for a minimum wage for journeymen of $17.50 per week from October 1, 1916, to September 30, 1918, and $18.50 per week from October 1, 1918, to September 30, 1919. For machine operators the wage shall not be less than $19 per week from October 1, 1916, to September 30, 1918, and $20 per week from October 1, 1918, to September 30, 1919. Machinist-operators are to receive not less than $21.50 per week from October 1, 1916, to September 30, 1918, and $22.50 per week from October 1, 1918, to September 30, 1919. In regard to foremen, the agreement provides that they shall receive not less than $21.50 per week from October 1, 1916, to September 30, 1918, and $22.50 per week from October 1, 1918, to September 30, 1919.

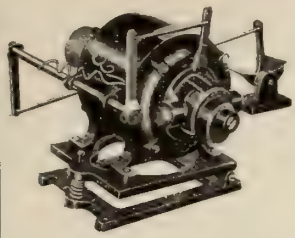
Forty-eight hours will now constitute a week's work. All work over that time will be considered overtime and paid for at the rate of time and one-quarter for the first year: time and one-third for the second year, and time and one-half for the third.

In Brantford the majority of printers are at present receiving over the minimum. On the mechanical staff of the *Expositor* only three do not receive over the minimum.

For the first year overtime will be paid at the rate of time and one-quarter: for the second year, time and one-third, and for the third year, time and one-half up to 11 p.m. Double time is to be paid for work done on Sundays and the following holidays: New Year's Day, Good Friday, Victoria Day, Dominion Day, Civic Holiday, Labor Day, Thanksgiving Day and Christmas.

To a standing committee of two representatives of the publishers and two representatives of the union shall be referred all questions which may arise regarding the agreement, the construction to be placed on any clause or clauses of the agreement, or any alleged violation of it.

THE "KAZOO" MOTOR for Job Presses



Perfect variable speed control with alternating current.

Write for our book on Printing Press Motors.

R. P. WARNER ELECTRIC COMPANY
Kalamazoo, Michigan

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

"Where can I get a list of advertisers?"

A question often asked — and the answer is

Who's Who in Canadian Advertising

Contains the names and addresses of over 2,000 buyers of advertising in Canada; name of the man who directs the advertising, and of the Agency which places the contracts. Also a list of 225 Agencies and the accounts they place in Canadian mediums And an index to over 500 advertised products whose advertising does not usually disclose the name and address of the advertiser. The first and only guide to those who buy for those who sell advertising.

"Absolutely essential to every adv manager."
(Says, Printer & Publisher)

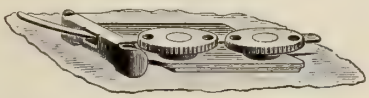
253 pages, pocket size, leather-bound.

Obtainable only upon receipt of the price, $5.00, from the publisher.

W. A. Lydiatt 53 Yonge Street TORONTO

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Classified Advertising

PAPER-MACERATING MACHINE AND CARD LOCAL TICKET MACHINERY.

BLOMFELDT & RAPP CO., 108 N. JEFferson St., Chicago. Paper-macerating machine for destroying confidential papers, checks, and all kinds of stationery; paper can be used for packing.

LINOTYPE OPERATORS

"A POCKET COMPANION FOR LINOtype operators and machinists." Price $1. Address S. Sandison, 318 West Fifty-second street, New York City.

LEARN THE LINOTYPE—WRITE FOR particulars Canadian Linotype, 35 Lombard street, Toronto.

POSITION WANTED

NEWSPAPER MAN WITH TWENTY years' experience in editorial, advertising and business departments, now employed, seeks change. Would like to connect with daily in managerial or executive position. Can make good. Best of references. Address Box 549, Printer and Publisher.

FOR SALE

150 REAMS OF 43 x 56-100 POUNDS news, will be sold at current market price, delivered. Address Examiner Office, Peterborough.

POWER CUTTER, 32-IN., TWO KNIVES, first-class condition; for quick sale, $175. Commercial Printing Co., 156 John St., Toronto. (12)

HUMANA FEEDER FOR 10 x 15 C. P. Gordon, used less than two years, not suitable for our class of work, reasonable price. Page Printing and Binding Co., Sherbrooke, Que.

FOR SALE OR TO EXCHANGE FOR Pony Cylinder—A Cottrell Drum Cylinder, bed 33 x 48 inches, thoroughly overhauled and in first-class working order. Apply Box 693, Haileybury, Ont.

SITUATIONS VACANT.

PRESSMAN, ALSO MAN TO OPERATE ruling machine. Prefer one who can qualify as both pressman and ruler. Apply Peformer Printing and Publishing Co., Oshawa, Ont. (12)

BUSINESS CHANCES

COMPLETE NEWSPAPER AND JOB plant for sale. Wharfdale press, Monoline, folder. Complete outfit of type and material. At present in operation. Will ship anywhere. Good terms to good man with good prospects starting in business. Box 548, Printer and Publisher. (12)

AM OFFERING "BRUCE PENINSULAR News" and plant at Lion's Head, Bruce County, for sale. Full outfit in good condition. Price $900, payable $300 cash, balance on easy terms. Rent and living cheap. Write S. C. Cooper, 1127 4th Ave. W., Owen Sound, Ont. (12)

SPLENDID OPPORTUNITY FOR PRACtical newspaper man or good editorial writer to obtain an interest in flourishing city daily and weekly newspaper business in one of the best cities in Ontario: capital required, five to ten thousand dollars. Write, giving full particulars, qualifications, etc., Box 550 Printer and Publisher.

FORCED TO SELL ON ACCOUNT OF poor health newspaper and job printing office in Southern Manitoba. Proposition includes office (frame building), plant (including 1 cylinder and 1 platen press), also new frame cottage, all on a 50-ft. lot. Price $4,000, half cash. Apply Herald, Miami, Man.

A LONG ESTABLISHED WEEKLY newspaper publishing plant, in best condition; large circulation; in a good town in Ottawa Valley; large job work business; this plant, on a sound paying basis, is offered for sale owing to death of its editor-proprietor. For information apply to Neil Campbell, Arnprior, Ont.

WEEKLY NEWSPAPER AND JOB Plant for sale.—Doing a good business and located in the British Columbia Silver-Lead-Zinc mining belt. Only publication in that territory. Exceedingly desirable location from a residential and climatic standpoint, in one of the nicest towns in interior British Columbia. Part cash, balance on terms. For further particulars apply to H. W. Power, The Kootenaian, Kaslo, B.C.

LARGEST CUTTING MACHINE

The largest cutting machine ever built at the Oswego Works has just been completed. It is able to cut daily 1,000,000 pieces. Its knife bar is 92 inches long—nearly 8 feet.

LINOTYPE CHRISTMAS DESIGNS

Owners of Linotypes can obtain a variety of decorative matrices of Christmasy character for the embellishment of holiday printed matter. In the case of holly borders, these are arranged for two colors. Bells, stars, holly, reindeer and Santa Claus and candles suggest the selection offered.

A NEW SULPHITE PLANT

The Colonial Pulp & Paper Mills, Ltd., will erect at Quatsino Sound, Canada, a sulphite plant having a capacity of one hundred and twenty tons a day. The first unit will have a capacity of sixty tons daily. It is expected that the mill will be completed in about a year.

CONSUMING CANADIAN PULP

The Carthage Sulphite Pulp & Paper Company, Carthage, N.Y., has closed a contract with the Provincial Industries, Limited, a Canadian corporation, for a ten-year supply of pulp wood, to be shipped during a period of ten years. Between 50,000 and 60,000 cords will be shipped each year, and this will be used by the two Outterson mills at Carthage.

CANADIAN PAPER BANQUET

The fifth annual meeting of the Canadian Pulp and Paper Association will be held on February 1 in Montreal. C. Howard Smith, acting president, and an active committee have the arrangements in hand.

Mr. Smith has taken over the duties of president in the absence of Captain J. H. A. Acker, who is with the 244th Battalion Kitchener's Own.

NEW PRESS IN HALIFAX

The Halifax *Morning Chronicle* is now being printed on a new Hoe Quadruple Press, which it has found necessary to install. The press comes from the factory of the R. Hoe & Company, New York, and is one of the most up-to-date printing machines manufactured by that firm. The *Morning Chronicle* traces its history back, through "*The Novascotian*," for nearly a hundred years.

OFFSETTING THE COST OF WHITE PAPER

The Ottawa *Evening Journal* is selling all its press waste and is receiving 75 cents per hundred for it. It sells all left-overs at from 75 cents to $1 per hundred. The Daughters of the Empire, a patriotic association in Ottawa, has, through the permission of the city, placed receptacles at various points in the city, and requested the citizens to place in same all old newspapers, magazines, etc., which they gather up and sell. They have been doing this for the last two years.

LINOTYPE INSTALLATIONS

The Stovel Company's new office, Winnipeg, is being equipped with the most modern machinery. In the composing room there has been installed an up-to-date battery of six Linotypes, mostly multiple machines. These are two Model 19's, one Model 18, one Model 8, and two Model 5's.

Other recent Linotype purchases are: Sault Ste. Marie *Star*, Model 1; Sudbury *Mining News*, Model 18; Montreal *Le Samedi*, Model 8; Winnipeg Douglas-McIntyre, Model 8; Toronto *Mail and Empire*, three Model 18; Brantford *Courier*, Model 5; Regina *Post*, two Model 14; Bracebridge *Herald*, Model 15; Edmonton, Jos. W. Adair, Model 9; Edmonton, Commercial Printers Ltd., Model 17; Pembroke *Post*, Model K; Toronto *Tribuna Canadiana*, Model K; Fort Frances *Times*, Model 5; Goderich *Signal*, Model 19; Owen Sound *Sun*, Model 5; Napanee *Express*, Model 19; Carleton Place *Central Canadian*, Model 5; Arnprior *Chronicle*, Model 5; Stratford *Beacon*, Model 5; Stratford *Beacon*, Model 14; Clinton *New Era*, Model 5.

SUGGESTIONS TO LINOTYPE MACHINISTS

Thousands of Linotype machinists and operators will be glad to learn that "Suggestions to Linotype Machinists," which is a complete hand-book on the care and maintenance of the Linotype, has been revised and is now being mailed. While most operators and machinists may already be familiar with much of the information contained in this handy little book, still it is a good thing to have a copy on hand for reference purposes.

A great deal of care and attention has been given to the preparation of the revised edition, and those who work with or are in any way interested in the Linotype will be repaid for the time it will take to read it carefully. Besides covering about five hundred and fifty subjects from "Accents" to "Wood Furnaces," there are also some very interesting tables such as "Comparative Weights of Linotype Slugs," "Newspaper and Book Measurements," "Table of Type Measurements," etc., which are always valuable and useful.

Copies may be had by addressing the Mergenthaler Linotype Company, Tribune Building, New York, or any Linotype agency.

SOME CANADIAN NEWS PRINT FIGURES

Print paper purchased in Ontario during 1916 cost about $2.08 per ton more than that purchased in 1914, according to information published in Washington, and 43 cents per ton more than in 1915.

These figures were furnished in official quarters in a communication received from Sault Ste. Marie. The writer stated:

"The export of news print paper to the United States, as declared in invoices at Sault Ste. Marie for the quarter ended September 30, 1914, was 30,215 net tons, with a total value of $1,151,270, or an average price of $38.10 per ton; the same for the coresponding quarter of 1915 was 32,794 net tons, valued at $1,303,461, or $39.75 per ton; and the same for 1916 was 38,323 net tons, valued at $1,539,794, or $40.18 per ton.

"From the above it will be seen that the prices for 1916 show an average increase over that of 1914 of about $2.08 per ton, and over that of 1915 of only 43 cents per ton.

"I may state that contracts of the mills with United States purchasers have been shown at this office at various times, and also at the customs office at Sault Ste. Marie, Mich., verifying the correctness of prices given in invoices."

Making Money in the Printing Business

Co-operative bodies have time and again shown that the average cost of the productive hours is from $1.20 to $1.40, yet many printers are selling composition at less than a dollar an hour. Very little machine composition is sold at an actual profit.

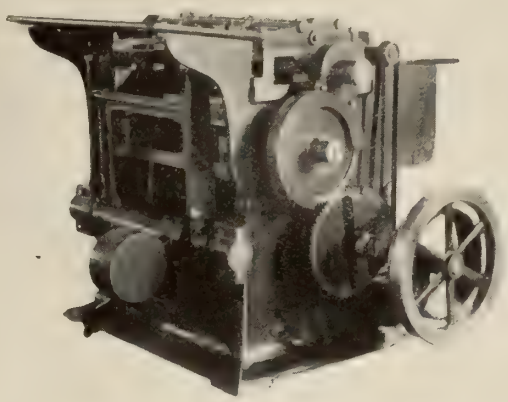
Composition forms a very important part of nearly every job. Probably one-third of the cost of all letter press printing consists of composition. Hence it is very important that this item should carry its own burden and bring its own profit. Even those printers who know their hourly costs find it exceedingly difficult to sell all their productive time at a profit. This is owing to the keenness of competition with firms who will not "bother" to install cost systems, or having installed them will not believe their own figures. Hence it is quite common to most printers to sell this expensive product regardless of cost, or what is worse, in utter ignorance thereof. No other manufacturer in the world continually does business by such methods.

Stress is laid on composition because the composing room is still the sink hole in so many printing plants. The pressroom has been looked upon as the money maker, but in the average plant run on average methods no large amount of profit is made here. Few printers yet add anything for handling stock, although it has been shown to cost about 10 per cent. of its delivered value. Some add 10 per cent. for an alleged profit, but this does not mean actual profit. Then again, few charge for ink, yet their ink bills for a year are quite heavy. And how few make a real charge for packing and delivery; tons of printers' product are delivered across a city by the printer. While on the other hand he has to pay cartage and expressage on every package. Put all these items where they belong, and speedily the printer will rise in the scale among business men. And first, last and all the time—co-operate.

We make a specialty of **Electrotypes** from **Halftones.**
Out of town orders promptly attended to.
The National Electrotype and Stereotype Co., Ltd.
R. H. MILN, Manager
229 Richmond Street West TORONTO, ONTARIO

If it's for job work, you want an

OSTERLIND



This wonderful little press is so profitable and productive that orders were coming in faster than they could be filled and the manufacturers were compelled to remove to a much larger factory and instal additional plant in order to handle the business expeditiously. The first machine shipped from the new factory went all the way to Honolulu. At the present time the manufacturers are behind in delivery with a large number of orders, but they expect with the increased facilities now at their command to soon catch up with the many orders coming in from wise printers all over the world.

The OSTERLIND is a very simple, plain but extraordinary job press of the highest quality and the greatest possible output. If you need a Gordon,—if you need an Art Platen,—if you need a Pony Cylinder—"FORGET IT!" What you really do need is—an OSTERLIND. Built in one size, 12 x 19 inches, speed from 2,200 to 4,200, standard arrangement. The Correct Principle in the OSTERLIND is what yields its marvelous Quality and Quantity. Ask the man who owns one.

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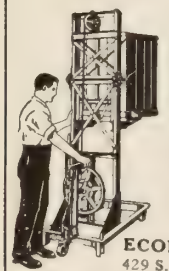
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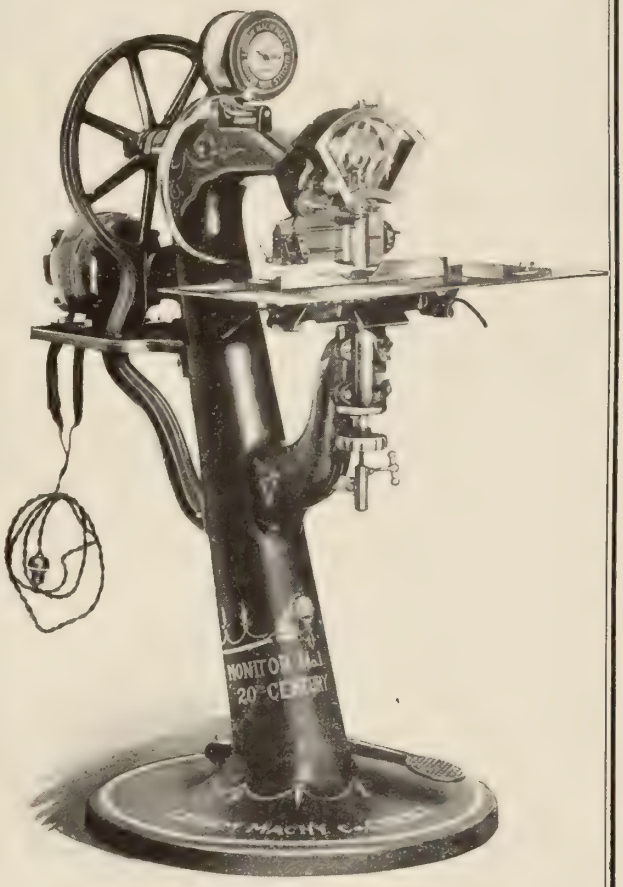
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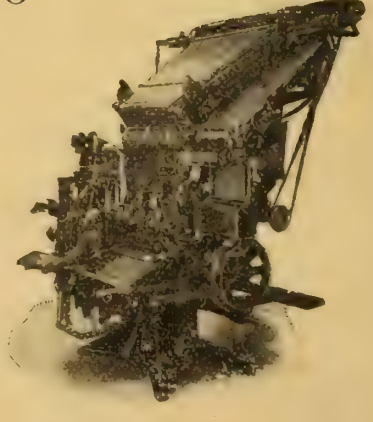


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